

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIV. NEW YORK, AUGUST 5, 1908.

No. 6.

What Do Kansas Farmers Read?

You know Kansas farmers are the wealthiest in the world.

You know they ought to be buying your goods.

Now you want to know what publication or publications they turn to mostly for ideas,—and you want to know from facts.

The Kansas farmer reads with unusual alertness—advertisements and all—that's why he is so successful. He owes all he has to his faculty for adopting suggestions quickly—from advertisements and from articles. Ordering by mail is an everyday commonplace to him and to his "women-folk."

Suppose you and I make an impartial inquiry. There are 1370 post offices in Kansas. What farm paper goes to the largest number? *Answer—Farmers Mail and Breeze, to 1124 out of 1370.*

There are 1367 rural free delivery routes in Kansas, and 458 in Oklahoma. What farm paper goes to the largest number of them? *Answer—Farmer's Mail and Breeze; to 1361 out of 1367 in Kansas, and to 415 out of 458 in Oklahoma.* All competitors are far out of the running. *Farmers Mail and Breeze* enters more farm homes in Kansas and Oklahoma than all other farm weeklies combined.

It has over 70,000 circulation in Kansas and Oklahoma—the \$1.00-a-year-in-advance kind. It renews over four-fifths of its circulation

yearly—more than any other farm paper in the West can claim.

It carries an unequalled quantity and quality of agricultural, live stock, poultry, land, seed and nursery, classified and educational advertising. No farm paper published anywhere carries as much as one half of the land advertising which mine carries.

There are sound reasons why Kansas farmers have for years preferred *Farmers Mail and Breeze* to all other farm papers. It is because I put real ability and expense into the editing of the paper—I keep it as clever and up-to-date, down to the last line, as the cleverest and most up-to-date Kansas farmer. Send for a copy and see for yourself.

Returns? This paper has built up many big businesses, almost alone; and I have as many letters from firms in your line as you may desire to read. Examine our files and see how many advertisers stay in our columns, year after year. That's a real test.

You can get further information at either of my branch offices: 1306 Flat-iron Building, New York, J. C. Feeley, Manager; 409 U. S. Express Building, Chicago, J. E. Brown, Manager; 401 Century Building; Kansas City, S. N. Spotts, Manager.

You will enjoy reading the "Capper Bulletin"—a readable little monthly devoted to your interests as well as mine. It's yours—ask me for it.

Arthur Capper

TOPEKA, Kansas, July 25th.

THE FARMERS MAIL AND BREEZE

We Want You To Know
The Woman's Magazine
OF ST. LOUIS
Before You Use It

The Woman's Magazine claims nothing—it proves everything it is possible to prove—not with theories but with irrefutable facts. Here are some points of vital interest which

THE WOMAN'S MAGAZINE PROVES

The quantity of our circulation—

That means every copy for which we charge the advertiser—and *home* circulation at that. Every copy goes out in a separate wrapper to yearly subscribers—every copy reaches a home.

The quality of our circulation—the purchasing power of our readers—

That means, we submit lists of our paid subscribers in any cities or towns in the United States that the advertiser may select.

The territory our circulation covers—

That means we give our distribution by States, and such further analysis as the advertiser may desire.

That 95 per cent of our output goes to women—

That means advertisement readers and buyers of advertised products.

That we hold the confidence of our readers—

That means, among other things, that we do not accept liquor, tobacco, objectionable medical, speculative financial or fraudulent advertising. We guarantee every advertisement that we do accept, and make good in dollars and cents to subscribers for any loss they may sustain through answering advertisements in our paper.

The equality of our advertising rates—

That means the same rate to each and every advertiser. Our records covering the acceptance of every advertising order are open to the inspection of any one who may see fit to call for same.

We will suggest other means of testing the merits of *The Woman's Magazine* before you use it, and will accept counter suggestions from prospective advertisers. We want you to know exactly what you are buying when you advertise in *The Woman's Magazine*. We do not ask you to depend on guesswork or theories. We furnish you cold facts.

Whether or not you concur in our arguments that *The Woman's Magazine* is the best medium in America to-day for reaching homes outside of the big cities, you can have proof of everything that concerns the merits of our publication, and as a progressive advertiser you certainly owe it to yourself to find out what we have to offer. All we want is an opportunity to show you what *The Woman's Magazine* means to advertisers. No matter what media you are employing now you cannot afford to ignore a publication that offers you the advantages for investigation that *The Woman's Magazine* does.

Address all inquiries to

THE WOMAN'S MAGAZINE

CAL. J. MCCARTHY, Adv. Mgr.

UNIVERSITY CITY,

ST. LOUIS, MO.

CHICAGO OFFICE:

NEW YORK OFFICE:

GEO. B. HISCHE, J. D. ROSS,
1700 First National Bank Bldg.

G. B. LEWIS,
1703 Flat Iron Bldg.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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NO. 6

THE FEAR OF DOCTORS.

IT IS OFTEN ADVANCED BY PROPRIETARY FIRMS AS A REASON FOR NOT ADVERTISING IN GENERAL MEDIUMS—SOME FIRMS WHO USE MAGAZINES THINK PHYSICIANS WOULD RESENT NEWSPAPER ADVERTISING—HOW MUCH IS BEHIND THIS HESITANCY?

In a recent issue of *PRINTERS' INK* an advertisement writer told how, with great care, he prepared some advertising copy for a proprietary remedy and submitted it to the manufacturer, with plans for a live campaign to the general public. The manufacturer approved of the copy and plan so far as sense and vigor were concerned, but said he dare not advertise to the consumer because it would bring down upon him the resentment of physicians. It would be suicidal.

A Western manufacturer, making a food preparation that is known nationally through its magazine advertising, holds aloof from daily papers. His product is now so widely distributed that newspaper advertising would help sales immensely. But he fears this same resentment of physicians.

A third case that lately came to light is that of a house making a proprietary remedy which is advertised in the magazines nationally, and also by means of daily papers through the West. For some time its advertising agency has been urging an extension of the newspaper advertising. But the house fears that Eastern physicians will resent something that is tolerated by physicians in the West, and so its newspaper advertising stops abruptly somewhere about the Ohio River.

This form of apprehension is real enough to block many an advertising plan. How much is there behind it? How much do the physicians of this country really resent direct advertising to the public of products that they are in the habit of prescribing?

It is necessary to understand the two different kinds of proprietary remedies, one of which the physician approves, and other of which he doesn't.

First, is the so-called "ethical" medicine, advertised only to physicians. It may be an imported drug like phenacetin, made by a patent process, or a compound like Fellows' Compound Syrup of Hypophosphites. The formulas or specific action of all ethical medicines are given freely to physicians, and the latter know what they are prescribing.

In the second class are the secret medicines, popularly known as "patent medicines." It is said, however, that Fletcher's Castoria is the only true patented medicine ever marketed in this country as a popular remedy. To obtain a patent, of course, it is necessary to reveal the formula. When patent rights expire, anybody may make the medicine. The wide advertising of Castoria recently, directed against substitution, was begun when its patent expired a few years ago, and every corner drug-store began putting up its own Castoria. To overcome this competition the Fletcher people exploited "The kind you have always bought," and it is reported that the sales created by this advertising have built up for them a greater business than they ever knew when the medicine was a monopoly. Obviously, the manufacturer of a

popular remedy prefers to keep his formula secret. This shuts him out of the ethical class, for no reputable physician will prescribe medicines whose nature he does not know.

Ethical remedies are advertised only to physicians. Nevertheless, some of the most widely sold and most profitable properties in the proprietary field are ethical remedies that, while never advertised to the general public, are still sold over the counter as freely as Hood's Sarsaparilla.

Down in William street the other day a well-known proprietary manufacturer told how, when a boy up in Canada, he often saw a druggist whose particular hobby was a syrup that he had compounded for anemic and poorly nourished people. If that druggist saw somebody in his store who seemed to need a tonic, it was his practice to administer a spoonful over the counter. Later, this proprietary man heard of his old corner druggist as a resident of London, England, with an income reputed to be \$200,000 a year. That druggist's name was Fellows, and his syrup was the famous hypophosphites. To-day if a druggist or proprietary man were asked which remedy he would rather own, Fellows' Syrup or one of the popular nostrums, his choice would inevitably be for the former. Fellows' is not only believed to hold first place in sales, but it has been sold for many years, and will be for many more, during which time many secret nostrums have been boomed into patronage, made men wealthy and been supplanted by other nostrums. The secret remedy, with all its popularity, is here to-day and gone to-morrow, like the circus. But a remedy like Fellows' Syrup continues from one generation to another. Doctors prescribe it for a run-down patient. Next time the patient is run-down he buys it without a prescription. If he meets a friend who needs a tonic he feels free to prescribe Fellows' on his own account. "It isn't a patent medicine, because my doctor gave it to me, and it braced me up wonder-

fully." So a vast trade grows up, wholly ethical in method, and yet really popular in character. There are dozens of proprietary remedies of this sort, all handsome properties.

Now, if the advertising writer in question were to submit a series of newspaper advertisements to a house manufacturing such an ethical-popular remedy, the house would probably tell him that his copy was good, but that it didn't dare rouse the enmity of physicians. The real reason for not advertising to the public, however, would be—that there isn't any need of it. That would be merely spending money to reach what has been reached already.

The secret remedy alone incurs physicians' resentment. Reasons are not far to seek, now that the pure food law is eliminating dangerous ingredients and removing false labels from many a nostrum.

That physicians have little resentment for newspaper advertising, or any other form of direct advertising to the public on behalf of a meritorious remedy of known composition, is shown by the fact that they freely prescribe preparations like Castoria, and that the wide popular exploitation of remedies like Castoria is backed up by advertising to physicians in the medical journals.

If anything, the average physician is a little too open to new preparations. Just the other day a doctor in Philadelphia was poisoned by a bottle of ale, sent by an enemy, but purporting to be a manufacturer's sample. When it comes to health devices, rational dress, new foods, etc., the first man to be interested and enlisted is the doctor, provided the new idea is genuinely beneficial.

At a country church fair not long ago a lady had a booth for the display and sale of a new cooking device. A courteous gentleman examined it rather timidly, made inquiries, and finally asked if he might put his name down on her list as a purchaser. He seemed afraid that she might refuse. The lady said, "Why, certainly"—she had been afraid all along that he might go away with-

out putting his name down. So he wrote his name, and paid his money, and then stated that he was a physician, and believed that device so important to health that he would recommend it in his practice. There are only three physicians in that town, but each of them bought one of these devices that night, and said the same thing.

The doctor has little resentment of meritorious articles, and probably never inquires into whether they are being advertised to the public or not.

The question for a manufacturer is not one of resentment against newspaper advertising, or any other form of publicity, but chiefly a matter of whether his product is worthy.

It is said that Scott's Emulsion was originally put up as a strict ethical preparation, and advertised only to physicians in this country. Its sales grew, and it was introduced into South America in the same way. Down in the Latin American countries, however, physicians are few, and the demand for such a tonic-food very wide, owing to debilitating climate. Advertising to physicians did not create sales fast enough. Popular advertising was undertaken. It paid so well that eventually newspaper exploitation was extended to the United States, as the best method of marketing Scott's. Yet this preparation would seem to have lost nothing in ethical caste. It is still advertised in medical journals, and widely prescribed by doctors as a food.

That Western food manufacturer, who hesitates to use newspapers for fear of rousing resentment among the doctors, has been explaining his product to the public in the magazines many years without arousing it. The product is in no sense a medicine, but purely a food. It is not advertised as a medicine, but as a food. There is no secret about its composition, so that it is difficult to determine just what professional resentment could rest upon. On top of this, that manufacturer has a large competitor whose product is identical. The competitor ad-

vertises widely in all sorts of mediums, newspapers among the rest. He also advertises to the doctors in their own journals, and the drug trade states that his preparation is prescribed by physicians, not only as freely as the other, but that perhaps it is gaining a trifle in the doctor's esteem just because he has its name brought to attention more frequently.

The fear of doctors' resentment is undoubtedly a bugaboo.

Yet it frightens many manufacturers, and is being constantly met by agents as a reason against aggressive advertising.

In one instance, when it was advanced by a manufacturer as the reason for not extending his advertising to newspapers, the newspaper men canvassed physicians in several large Eastern cities and secured letters from doctors themselves, stating the contrary. There were not very many of these letters, however, and to be blunt, that was not the way to tackle the problem.

This particular proprietary house advertises in the magazines.

It also advertises on the billboards.

What makes it apprehensive of newspaper advertising?

About the same thing that keeps certain reputable financial houses out of some daily papers, and all reputable financial houses out of most Sunday papers. About the same thing that is bringing the magazines a fine patronage in educational investment advertising.

The magazines have cleaned up their advertising pages.

The billposter has cleaned up, too.

The newspaper is cleaning up as fast as it can. It is a hard job, involving no end of difficulties. The daily paper is the oldest advertising medium, and naturally carries the burden of all that was bad in advertising. The whole patent medicine industry is closely associated with the daily paper. Billposters very quickly censored the blood-and-thunder paper of melodrama when they saw the prospects of developing clean commercial patronage. But

newspaper publishers have never yet acted together to suppress the "weak men" specialist. Many dailies have dropped him. Others have toned down his copy. Conditions are unquestionably better than five years ago. Yet the newspaper is still under a cloud medically, and there are papers in this country to-day that are about as bad as the worst ever were.

If the newspaper men had gone to this advertiser and shown him that they had really cleaned up, it would have been a good deal more to the purpose. Then, with clean pages, and going into homes as daily papers do, it would have been easy enough to present arguments why newspapers should be used. If there is nothing in the product that physicians resent, how can there be anything offensive in truthful advertising of that product? The doctor's enmity is directed only toward the harmful, secret nostrum, and against the food, tonic, etc., of known formula and solid worth that is advertised by false claims, or that seeks to compete with him in the curative field.

JAS. H. COLLINS.

THE CASE OF THE TRADE PAPER PUBLISHER.

THE FEDERATION OF TRADE PRESS ASSOCIATIONS IN THE UNITED STATES

CHICAGO, July 16, 1908.

Editor of PRINTERS' INK:

I read with a great deal of interest the article contained in the issue of *PRINTERS' INK* for July 8, concerning the attitude of trade papers towards advertising agents, and the refusal of most of the trade papers to pay any commission to agents.

I do not believe that the commercial trade papers generally refuse to pay commission for business which the advertising agents originate. The particular objection which is raised by trade newspaper publishers against advertising agents is that they step in and claim a commission on business which they do not originate. There is a case which will serve to illustrate this point on now: Several of the furniture trade newspapers have been carrying the advertising for some years of a well known advertiser. This business was worked up by each of the papers, most of which have supplemented the mere printing of the advertising with an ad service by expert ad-

vertisement writers—men just as capable as those employed by any agency. The publishers were surprised recently to receive notice from an agency that hereafter the business of this house would be handled by it, and that they would expect a commission on this business.

As a general proposition the advertising rates in the commercial trade papers are too low to admit of the payment of a very large commission, even on new business. The field of the commercial trade papers is worked just as thoroughly by personal representatives as is the field of the technical press, and we believe that our representatives are far more capable of originating new business than are the agents who do not specialize on any one class of trade, as do the trade papers. In 99 cases out of every hundred the advertising agent is an interloper instead of a promoter when it comes to trade newspaper advertising.

I agree with *PRINTERS' INK* that there is an opportunity for the agents and the trade papers to get together in the originating of new business. Many agents have recently come to recognize that no general campaign of publicity can be thoroughly successful which does not take into consideration the trade papers. The object of such campaigns must be the education of the merchant who is to handle the goods, demand for which is created by advertising in periodicals of general circulation. If the agents will work along these lines, and supplement, or rather precede, the business they place in the magazines, the daily newspapers and elsewhere, with some business placed in the trade papers, I do not believe there will be any question about the payment of a modest commission. But you will agree with me, it is unfair to the publisher to have an agent step in and claim a commission on business which the publisher has and has had. It is up to the advertiser to make his advertising as effective as possible.

You are not correct in assuming that all of the trade newspaper advertising is of the stereotype or card order. In nearly every newspaper office of standing there are employed ad writers, artists—the best talent, in fact, that can be employed to prepare advertising matter for patrons of the trade papers. For this service no charge is made. Compelled as we are to maintain a service of this sort we are not disposed to pay somebody else for performing this service. If the advertiser is not satisfied with what the trade newspaper publishers can offer he should get this service elsewhere and pay for it, and not expect the trade newspaper publisher to pay for it.

Very truly yours,
J. NEWTON NIND,
President.

J. H. MITCHELL, formerly of George Benz Sons' Co., St. Paul, Minn. (Pickwick Rye Whiskey), is now president of the Mitchell Advertising Agency, with home offices at 502 New York Life Building, St. Paul, and branches in Minneapolis and Duluth.

KNOX GELATINE.

Charles B. Knox, who died recently at Montreal, while returning from a fishing trip in Canada, was well known in the advertising field, principally through the wide-spread publicity of Knox's Gelatine. For almost a year, however, very little of this copy has appeared, owing to Mr. Knox's poor health.

Rather an interesting point in his career is the manner in which he became identified with this business. Some twenty or more years ago, while a very successful traveling salesman for a large knit goods house, as an act of charity more than anything else, he financially assisted a young man who was trying to conduct a glue factory, in New Jersey. The young man's business ability proving to be below par, Mr. Knox took a year's vacation from the road and devoted all of his energy into making a success of the business. During this time he had been experimenting with gelatine, and at last produced an article which seemed to fill the bill. The path which he traveled in the early years of business was a rocky one, but that rugged determination, which was characteristic of the man, finally gained him a foothold and he steadily forged ahead. Just as soon as he could get enough money together he began to advertise his product in the magazines, principally those read by women, and he has been a consistent magazine advertiser ever since, his appropriation reaching, at one time, as high as a hundred thousand dollars in a single year.

He probably had one of the most complete canvassing forces ever put on the road. An unusually large number of girls were sent out and divided into groups, each in charge of a captain, following the now familiar "demonstration campaign."

Practically the whole country was covered, each girl making a house-to-house canvass in the district assigned her, going into the kitchen and, demonstrating to the

housewife what a valuable addition Knox's Gelatine would be to her larder.

The demonstrator would take an order for gelatine, which was turned over to the woman's grocer; the grocer would give an order, if the article was not in stock, which was sent to the jobber, and the jobber would send an order to the factory. Each evening every girl would report the day's happenings to her squad captain who, in turn, would send in her report to the home office. In this way Mr. Knox, through his demonstrators, practically came into personal contact with a large percentage of the housewives, retailers and jobbers throughout the country.

It is a well-known fact that many advertising agencies have had the Knox account on their books at different times. Some held it for quite a long period; others for so short a time that the agency force hardly knew it was in the office before it had gone elsewhere. Mr. Knox always knew what he wanted and the agency who could deliver the goods was the one he would tie up to.

Mr. Knox was interested in many business ventures, one of his latest being the purchase of the Gloversville, N. Y., *Morning Herald*, about two years ago.

He was fifty-three years old at the time of his death and left a wife and two sons, one of whom, Charles Knox, Jr., will conduct the business along the lines laid down by his father.

THERE'S ROOM FOR THIS MAN.

PHILADELPHIA, July 24, 1908.

Editor PRINTERS' INK.

We believe you will be interested in learning that Mr. Walt McDougall, the well-known cartoonist, has entered the advertising field and recently opened a Brain Shop in Philadelphia.

Mr. McDougall's humorous cartoons and newspaper articles are no doubt familiar to you, but the fact that for many years he has been a successful originator of advertising ideas is known but to a very narrow circle.

We enclose one of his recent booklets, and have no doubt he will receive a cordial welcome in the advertising world.

Very truly yours,
PRATT FOOD CO.

EDUCATIONAL GROCERY ADVERTISING.

MAKE PEOPLE READ YOUR ADVERTISEMENTS BECAUSE THEY ARE INTERESTING—EDUCATING THE PUBLIC INCREASES THE CONSUMPTION OF POPULAR FOODS—ADVERTISING SUGGESTIONS FOR THE RETAIL GROCER FROM THOMAS MARTINDALE OF PHILADELPHIA.

There are two ways of making a woman buy. Make her think that the thing you want to sell is very cheap and she will want to buy it whether she has need of it or not. Or make her think that she really ought to have it; that it will do her or her family good, and she will probably buy it regardless of the price.

The first way is the method of the cheap bargain stores. Their idea is not to educate their customers up to buying within their means, but to tempt them to buy as much as possible. In large cities, where there is a considerable transient trade, this method works out profitably, but in small cities and towns it is a very short-sighted policy.

The second method is the way of the high-class department and retail stores. Their argument is not "Buy now because the price is low" but rather "Buy now if you need the goods." It is certainly the most satisfactory and probably the most economical policy in the long run.

The first way might be called the price style, and the second the educational style of advertising.

In grocery advertising it is the price argument which is most extensively employed. The educational style is very rarely followed. Its results are often slow in coming, so that, while it has a strong up-trading influence, and acts like a tonic on a run-down business, grocers are generally too anxious for immediate responses to their advertising efforts to have patience with it for any length of time. The grocery advertisements which most department stores put out, and which consist solely of bare price lists,

afford a striking case in point.

The educational style of grocery advertising, however, is very interesting, and when employed under the right conditions is bound to prove satisfactorily resultful. Thomas Martindale, Philadelphia's foremost grocer, and one of the leading authorities in the country on retail grocery advertising, uses this educational style of publicity entirely in advertising his business, and believes very strongly in its efficacy. Few grocers who are acquainted with the size and character of Mr. Martindale's business will ask for a more authoritative word than his in favor of this style of advertising. His business is one of the largest in Philadelphia; it is one of the most staple and, in point of character, one of the most desirable. That Mr. Martindale ascribes most of his success to advertising, and that he uses the educational style almost wholly, would seem to be a very strong testimonial in its interests.

While in Philadelphia, recently, the writer called on Mr. Martindale, and he very kindly consented to recount for the benefit of readers of *PRINTERS' INK* some of his experiences with and views on grocery advertising.

"One of my first advertisements of the educational type," said Mr. Martindale, "was an advertisement on Los Angeles Olive Oil. In this advertisement I strove to have brought out plainly some of the beneficial qualities of pure olive oil. Olive oil that is absolutely pure, you know, is nearly one hundred per cent nutriment, and it is the most perfect and most digestible food in the world, as well as being most valuable as a preventive of diseases. These are some of the points we emphasized in that first series of olive oil advertisements, and we were amazed at the effects this information had upon the Philadelphia public. The sale of olive oil took a jump immediately, not only in our own store but in practically every other grocery and drug store in Philadelphia. One druggist told me that through our advertising his sales of olive oil were in-

The New Orleans Times=Democrat

is the strongest and best newspaper in the South. Its unquestioned prestige, deserved popularity and far-reaching circulation, make it the best advertising medium in the South. By adding to your list

The Times=Democrat

you are assured of reaching the greatest number of buying Southern people. No other paper so thoroughly covers the field.

HAND KNOX & COMPANY

NEW YORK OFFICE: Brunswick Bldg.

CHICAGO OFFICE: Boyce Bldg.

ST. LOUIS OFFICE: First National Bank Bldg.

creased just about four-fold. The increase in the orders which we ourselves placed, the California growers of olives asserted, was so large that we were asked at the time to tell them what we did to sell so much oil, so that they might pass the information along to other dealers.

"You see the point is to make your advertising interesting in itself aside from its commercial significance. We did this, and by including a full range of prices gave our advertisements such point that the results were really remarkable.

"Noting the success of our olive oil advertising campaign, I determined to try the same treatment on figs. I directed our advertising man to read up all the literature on figs he could get hold of. I told him to find out from what parts of the Orient the best figs came, why these were the best, how they were cultivated, and the food and medicinal qualities of figs. As I remember now, he was some weeks getting his data together, but the results certainly justified the time put into the preparation. As a pure matter of interest, few newspaper readers, having once become accustomed to our style, would pass our advertisements."

Here is one of the advertisements put out in this early fig campaign:

AMERICANS ARE WISELY EATING MORE FIGS.

Says the *Premier Enquirer* of fig growing in Asiatic Turkey:

"The demand for figs in America has increased amazingly during the last two years. Some years ago a crop of 75,000 to 80,000 camel-loads was considered large. Now the demand is so large that new plantations have been started and an enormous crop of 120,000 camel-loads found a ready market last year. As each camel load represents 500 lbs., this means a total crop of 60,000,000 lbs."

This can mean only one thing—that Americans are beginning to regard figs not only as a delicious fruit but as a nutritious and wholesome food. As such they have been a staple article of diet in the Orient for centuries, and form the chief article of sustenance for the hardest races in the world.

Not only do figs have food value—being gently laxative in their action, they are remedial in cases of chronic constipation and do much toward securing a healthy and active digestion.

If you would obtain the finest figs grown, but our "Viv" Figs. They are big, plump and rich, with a thin, satiny skin and a delicious flavor. We know there are none better because "Viv" Figs are selected for us from the choicest growth of the Inovassi district, in Asia Minor, where the finest figs in the world are produced. Yet the price is no greater than for inferior grades.

Packed in layers, 18c. lb.

Pulled Figs, 4lb. box 60c.

Washed Figs, 25c. & 50c.

Basket.

"Upon the completion of the fig advertising campaign," continued Mr. Martindale, "we inaugurated along similar lines a similar educational campaign on dates. Viewed from the standpoint of results, this campaign was even more successful than the fig advertising. I remember now that when the first advertisement of the date series was placed on my desk, its description of the flavor and food qualities was so appetizing, I immediately got up from my desk, walked out to the packing room, got a package of dates, and before I really was aware of it had eaten half a pound of the fruit. This shows the suggestive force of the right kind of advertising.

"Shortly after this date advertising campaign was commenced, one of our lawyers stopped me in the store one day and said:

"Mr. Martindale, I want to thank you for a great favor you've done me."

"What favor have I done you?" I asked, surprised.

"You've taught me to eat dates. When I read your first advertisement on the food value and laxative qualities of dates, I came in one day, bought a package and tried a few dates for myself. Since that time I've been eating a pound of dates regularly every day, and I find that they have a most beneficial effect upon my system. Certainly, sir, I consider that you have done me a very great favor!"

A good idea of the general trend of these advertisements on dates may be gathered from the following, which was published early in the series. It should be noted that the entire advertising force of the talk is crystallized in

the small display at the foot of the advertisement giving the price of dates. Whatever desire for dates may be aroused by the semi-educational arguments will generally be brought to a focus by the modest price. The advertisement reads:

YOU SHOULD EAT PLENTY OF GOOD DATES.

That's the advice given by one of the foremost medical men in this country. He calls attention to the fact that dates formed one of the chief articles of sustenance of the Greeks and Romans, who were celebrated for their hardihood and vigor. The Mohammedan Arabs, also, subsisted almost wholly on dates in their wonderful campaigns in which they conquered large portions of Asia, Africa and Europe. On a diet of dates they performed feats of endurance which amazed their meat-eating opponents.

Dates were good for those people and they are good for us, because they are Nature's own food. They are slightly laxative, as all foods should be. They regulate the digestive organs. They build muscle and strengthen the nerves and brain.

In buying dates you must remember that there are as many kinds of dates grown in the Orient as there are apples in this country. They differ just as widely, too, in flavor and good qualities.

In order to offer the best, we import the finest Fard Dates obtainable and have them put up under our own brand-name—"Viv." They are large, plump and whole, fine-flavored and exceedingly nutritious. If you would derive the greatest benefit from eating dates, order the best "Viv" Dates—12c. pound.

"In these different campaigns," Mr. Martindale continued, "our advertisements appeared as a rule two or three times a week. They ran from eight inches to twelve inches long, and were restricted in width to one column. After the oil, fig and date advertising series, satisfied that this kind of semi-educational advertising paid, we inaugurated similar series on coffee, tea, claret, cigars, candy, bread, butter and itemized advertisements, under the heads of "Fourth Fourth of July Panic," "Suggestions for Warm Weather Drinkables," "Summer Sweets at Tempting Prices," "Hints for Sensible and Appetizing Meals," etc.

"On bread we have laid special emphasis in all our advertising. We believe that we have the largest and best five-cent loaf of

THE LADIES' WORLD

Use the **BIG THREE** issues, October, November and December, with an average of over half a million copies per issue.

Bulk of circulation is not all that is to be considered in these big issues, for in **THE LADIES' WORLD** both quantity and quality are combined and advertisers are introduced into good homes under the most favorable circumstances.

There is just time to catch the October number—the best issue of the year, forms for which will close August 12th.

S. H. MOORE CO.
PUBLISHERS
NEW YORK

Western Office: Marquette Bldg., Chicago

bread in the world. Our standard in this respect is always constant, regardless of the market price of flour or other ingredients. Often, when the flour market is high, we lose considerably on every loaf we sell, but this we prefer to stand rather than lower our standard. We sell an enormous quantity of bread, and find that advertising it acts as a stimulus upon the rest of our business."

"Do canned goods offer a good subject for retail advertising?"

"I do not think so. We have not found that there is a very marked response to canned goods advertising. Just why this should be I hardly know, unless it is that the quality of canned foods varies so much that an advertisement of canned foods does not mean much unless the brand is well known and absolutely dependable. In my opinion canned foods should be advertised by the packers themselves. In an article recently written for the *Canner and Dried Fruit Packer*, I said in this connection:

"Let the canners combine and agree to create a fund, say, upon the basis of one-half of one per cent of the total value of the pack of each canner. Start a campaign under the charge of competent advertising experts through the daily and weekly papers and magazines, taking up, for instance, canned baked beans, with a preachment upon their use as an economical, nutritious and appetizing food, either with or without tomato sauce, or a campaign on canned peas, showing that the canned article is almost always fresher in taste, and more economical to the purchaser, than the average quality of fresh peas offered in the markets of the big cities or small towns, and that they are a wholesome, appetizing and nutritious food. Lima beans, string beans, rhubarb, apples and other fruits, okra, spinnach, asparagus and corn and tomatoes all could be treated in the same semi-educational manner. Such publicity, if properly done, would be certain to bring wonderful results."

"The tea growers of Ceylon and India followed this plan and succeeded in making both these growths of tea a household word in Canada and America, where hitherto their use was confined to a comparatively few people of English birth or extraction. In this campaign the tea growers got together and arranged to pay a certain amount per pound of their product. This voluntary tax went into a general fund, and was expended in the exploitation of the merits of those two growths of teas. The packers and canners of America might utilize the same idea: and as canned goods are now so much more important a part of our daily food than any kind of tea is, it is probable that the results realized by the canners would be far greater than those of the tea campaign.

"If canned goods, then, do not lend themselves profitably to retail advertising, what would you advise the retail grocer to specialize in his advertising?"

"Well, many grocers have found it profitable to build up their trade on the strength practically of one good item. For instance, scores of grocers have established a reputation for selling an unusually large loaf of good bread for five cents. Others concentrate their efforts on hams, kippered herrings, etc., and the reputation they acquire in this line is extended naturally to their entire stock. Once convince the public that you carry unequaled hams, and it will be willing to believe, until it learns by experience to the contrary, that everything you carry is unequaled. As for different subjects for retail advertising, I might say that any of the items I referred to before, such as coffee, tea, candy, bread, butter, sugar and flour, generally make good advertising material. Make the advertisements interesting, lay stress upon the purity and beneficial effects of the specials, quote prices liberally, and your advertising will in all probability produce very satisfactory and profitable results."

ALPHONSUS P. HAIRE.

THE RETURN PRIVILEGE.

Here is an experience that goes to bear out what was said in the last issue of *PRINTERS' INK* about the astonishingly small proportion of buyers who avail themselves of the returnable privilege.

A man bought an Auto-Strop razor for five dollars at Daggett & Ramsdell, on West 34th street, New York. Within two weeks he made up his mind he would rather have a Gillette at the same price. The Auto-Strop was bought under a thirty days' return privilege, yet the man braced himself for a tussle when he asked to exercise the right. The clerk said the transaction would have to be made with Mr. Ramsdell personally. As soon as the matter was explained to this member of the firm, he stepped to the case, took out a Gillette, wrapped it up and handed it over without a question. The expected argument was not forthcoming.

The buyer was curious.

"I have used the Auto-Strop only two weeks and I bought it under a thirty days' return privilege," said the man as an opener.

"It wouldn't have mattered if you had used it for a year," replied Mr. Ramsdell, "we would have acted just the same."

"Do you often have to make the guarantee good?"

"We have been selling the Auto-Strop a long time, have sold quantities of them, and this is the very first time one ever came back."

"It looks to me like good business for a dealer to handle returnable goods," said the man. "I made the original purchase very quickly as soon as the salesman pointed out the guarantee, and now that I find that you make the guarantee good so promptly, without any fuss or feathers, I feel that I would like to trade with this store in other things."

"If I could handle all my customers personally, I would have a much larger business," commented Mr. Ramsdell with fine diplomacy.

Isn't here a pointer for the dealer who is inclined to shy off from returnable goods? The return privilege helps make advertising more productive in many lines, saves time in closing sales (and therefore clerk-hire) and creates a friendly feeling for the dealer himself, thereby helping to build up business generally.

People who have had no direct experience with the returnable privilege are apt to have a greatly exaggerated idea as to the percentage of cases when the privilege is actually exercised. That is to say, of course, when the goods are reasonably meritorious.

J. I. R.

Midsummer Advertising Gains

During the month of June the Chicago Department Stores increased their advertising in

THE Record-Herald

over the corresponding month last year
22⁵⁵/₁₀₀ per cent

notwithstanding that there were four Sundays this year as compared with five last year.

During the first six months of 1908 *The Record-Herald* increased its Department Store advertising

68,465 lines

over the same period last year.

Local advertisers get the best results from

THE CHICAGO RECORD-HERALD

Net Paid Circulation, June, 1908:

Daily Average Exceeding, **143,000**
Sunday Average Exceeding, **192,000**

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

LIMERICK CONTEST ADVERTISING.

By John Harrison

Few advertising fads have attracted such universal attention, have been worked so extensively, or have remained popular for so long a period as the "Limerick Contest," in which the missing fifth line of a stanza has to be supplied by competitors for prizes offered. In England, where the idea originated, it became a perfect craze, largely because the contests embodied lottery features, which would be illegal with us. The wide publicity afforded by this style of advertising was amply demonstrated by the recent Pantasote Leather contest, which was conducted by the Homer W. Hedge Co., advertising agents for the Pantasote Co., of New York. It necessitated the creation of a new, temporary department in the agency office, with additions to the regular staff. The contest lasted from Oct. 1st, 1907, to Jan. 10th, 1908. So great was the number of suggestions for missing lines received—in all nearly one million—that the reading, sorting, eliminating and classifying preliminary to the final meeting of the judges, kept the large staff busy for four months and a half. The remarkable number of suggested lines received was accounted for by the fact that by the terms of the contest any competitor was permitted to send as many as he pleased, the only condition being that each suggestion, to be eligible, had to be sent separately. There were several instances where the same person used as many as 250 post-cards, and in one case 473 were sent.

The first announcement of the contest appeared in the *Ladies' Home Journal*, *Harper's Bazar*, *Saturday Evening Post* and the Associated Sunday Magazines, and called for an entire original Limerick. As the responses, though numerous, were not equal to expectations, a cut-out booklet, with colored and die-stamped cover, representing a young woman reclining on a Pantasote davenport, and holding a Prize Limerick book,

was issued; the first edition of which was 150,000 copies. This booklet gave full particulars of the contest, and nine four-lined Limericks, any or all of which could be completed by competitors. It also contained cuts of various pieces of furniture, Pantasote covered, and embossed Pantasote table covers which were to be awarded to winners, together with lists of other prizes, which included 250 recent publications of Harper & Brothers; 100 one year subscriptions to *Harper's Bazar*, and 235 Pantasote Morocco Seats.

All subsequent advertisements called for "missing lines" only. One of the nine incomplete Limericks appeared in each announcement, with instructions to send for the booklet, which was mailed free. An oval-shaped sample of genuine Pantasote leather was "tipped" on the inside of the front cover of the booklet, so that each competitor could become intimately acquainted with the quality of the material; and test the claims made for it.

The increased number of orders received daily was marked. Almost every State was heard from, and Canada as well. One competitor wrote from Omori, Tokio, Japan, and the following attempt at an original Limerick was received from an eight-year-old Cuban, living at Remedios:

When I was a little boy
Was bear footed all the time,
So ma told shoemaker
Make for me Pantasote footwear.
I am old brute now
And wear same pair shoes.

The judges appointed were Miss Carolyn Wells, Miss Marie Nehlig, Mr. Gelett Burgess and Mr. Oliver Herford, all widely known.

During the contest hundreds of curiosities were received, some of which took the form of compilations of original Limericks in the shape of books; many series of sketches, paintings, illuminations; most elaborate, and occasionally very beautiful fancy lettering; long disquisitions on Limericks, together with much sage advice as to how such contests should be managed, and so forth. One surprising, although perhaps natural

incident, was the repetition of the same line suggested, word for word. Sometimes the same line would come from over a hundred sources. Because so many thousands of original, entire Limericks were sent in, many of which showed much cleverness, the Pantasote Company duplicated the ten most valuable prizes.

Quite a number of the original Limericks could be utilized for advertising matter, as for instance the following:

Some wiseheads were once put together,
To substitute something for leather;
When they found it, they wrote
The word "Pantasote"—
To serve any purpose whatever.

A man bought a near-leather chair,
Which proved a most worthless affair,
He would not have been stung,
Nor this Limerick sung,
Had the Pantasote Trade Mark been there.

"I've been sat upon, scuffed and much
bruised;
I've been walked upon, kicked and
abused,
Yet I bear all the brunt,
And maintain a good front,
As Pantasote does, though ill-used."

A lady who lives down in Me.
Left some Pantasote out in the re.
Said she, "'Tis all wet,
And ruined, I'll bet!"
But she looked for the damage in ve.

NO FREE MILEAGE FOR ADVERTISING.

"If it be lawful to make the exchange of railway transportation for advertising then it would be lawful to do the same in every transaction, and the railroad business might lawfully become one of barter and sale, limited only by the demand."

In a decision handed down by Judge C. C. Kohlsaat in the United States circuit court, from which the above is quoted, the jurist enjoined the issuance of transportation by the Chicago, Indianapolis & Louisville Railway company to the publishers of *Munsey's Magazine* in exchange for advertising.

The decision was rendered in a test case in which the federal authorities brought suit to prevent the carrying out of a contract entered into in January, 1907, between the railway company and

Frank A. Munsey & Co., providing for the issuance of trip tickets or mileage to the value of \$500, in consideration of certain advertising space in the publication of the magazine company. The contract was alleged to be a violation of the Hepburn law.

The petition charged that the action of the railroad company in issuing such transportation constituted a violation of the prohibition against the acceptance of any compensation for transportation, "greater or less, or different" from that named in the published rates. The railway company insisted that it received a full money value, based on schedule rates for the mileage or tickets issued and denied that it was committing a violation of the law.

In passing upon the question of compensation the decision says:

The question as to the value of the advertising is a contested one. Manifestly there can be no fixed price placed upon it. The number of copies issued, the character of its subscribers, and very many other questions enter into the estimate of its worth. It is, therefore, impossible to say what its cash market value is except by comparison with other advertising rates. If it is taken at its cash value why should the transportation be limited as specified in the contract? If the magazine is paying \$500 to the defendant, why does it accept transportation both of less and different value than it would accept if it bought its tickets with money? It seems fair to conclude that either the advertising is of less than cash value or the advertisers are grossly imposed upon by the railway.

After citing several decisions, rendered in somewhat similar cases, Judge Kohlsaat says:

It will be noted that the contract does not require that the advertising must have been furnished before the transportation is given. There is no restriction upon the advertiser to call for his railway tickets only so far as earned. In the mere matter of interest the rate would be less and different from that which is published.

If one person may purchase transportation with advertising, another with labor, and another with produce, the value of which is a matter of agreement between the parties, how can it be said the schedule rate is always maintained? Would not the rate rest in the whim of the carrier? Such is not the intent of the law.


Notice of an appeal to the United States supreme court was at once given by attorneys for the company.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA

Birmingham, Ledger, dy. Average for 1907, 21,861. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA


Phoenix, Republican. Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Repr., Tribune Bldg.

ARKANSAS

Fort Smith, Times. Daily aver. 1907, 4,188. Largest circulation in city of 35,000.

Little Rock, Arkansas Gazette, morning. 1907 average, 13,427, Sun., 16,492. The State paper.


CALIFORNIA

 **Oakland, Enquirer**. (Consolidation Enquirer and Herald.) Average June, 1908, 49,548. Largest circulation in Oakland guaranteed.

Sacramento, Union, daily. The quality medium of interior California.


COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 53,392; Sunday, 82,788.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, Evening Post, Sworn daily, year 1907, 11,945. Bridgeport's "Want" Medium.

 **Bridgeport, Morning Telegram**, daily. Average for May, 1908, sworn, 12,254. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1906, 7,880. Average for 1907, 7,743.

Meriden, Morning Record and Republican. Daily average 1906, 7,672; 1907, 7,769.

New Haven, Evening Register, daily. Annual sworn average for 1907, 15,720; Sunday, 12,104.

New Haven, Leader. 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N.Y.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,570.

New Haven, Union. Average 1907, 16,548. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; March, 1908, 6,703.

Norwalk, Evening Hour. April circulation exceeds 3,500. Sworn statement furnished.

Waterbury, Republican. Average 1907, 6,338 morning; 4,400 Sunday. Feb. '08, Sun., 5,922.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1907, 35,466 (© ©).

FLORIDA

Jacksonville, Metropolis, daily. Average 1907, 10,830. E. Katz, Special Agent, New York.

Jacksonville, Times-Union, morning. Average for first six months 1908, 12,678.

Tampa, Tribune, morning. Average 1907, 12,516. Largest circulation in Florida.

GEORGIA

Atlanta, Journal, dy. Av. 1907, 51,144. Sunday 56,882. Semi-weekly 63,275. The Journal covers Dixie like the dew.

ILLINOIS

Aurora, Daily Beacon. Goes into homes. Jan. '08, 6,823; April, 17,453; June, 7,954.

Chicago, The American Journal of Clinical Medicine, mo. (\$2.00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, 37,794

Chicago, Breeder's Gazette, weekly. \$2. Av. circulation for year 1906, 70,000. For year ended Dec. 25, 1907, 74,755. 4 months 1908, 74,339.


Chicago, Commercial Telegraphers' Journal, monthly. Actual average for 1907, 15,000.

Chicago, Dental Review, monthly. Actual average for 1906, 4,001; for 1907, 4,018.

Chicago, Journal Amer. Med. Ass'n, weekly. Av. for '07, 82,217; Jan., Feb., March, '08, 83,087.

Chicago, National Harness Review, monthly. 5,000 copies each issue of 1907.

Chicago, Record-Herald. Average 1907, daily 151,564; Sunday 216,464. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

 The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (60).

Galesburg, Republican-Register, Eve. Average, April, May and June, 6,312. Seaver, exam.

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Peoria, Evening Star. Circulation for 1907, 21,639.

INDIANA

Evansville, Courier. Sworn daily circulation—average for 1907, 11,013. Average for 1908 (four months), 17,672. Circulation guaranteed to be largest in Evansville. Smith & Budd, Representatives, N. Y., Chicago and St. Louis.

Evansville, Journal-News. Av. 1907, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Lafayette, Courier and Call. 1907 av., 5,423. Only evening paper. Popular want ad medium.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News, daily and weekly. Daily average 1907, 1,577; weekly, 2,641.

South Bend, Tribune. Sworn average April, 1908, 9,664. Absolutely best in South Bend.

IOWA

Burlington, Hawk-Eye, daily. Average 1907, 8,937. "All paid in advance."

Council Bluffs, Nonpartisan. Average six months ending June 30, 13,665. Morning—Evening—Sunday. Only daily in city. Can't be covered otherwise.

Davenport, Times. Daily average, June 14, 027. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young. Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch, flat. If you are after business in Iowa, the Capital will get it for you. First in everything.

Washington, Eve. Journal. Only daily in county. 1,900 subscribers. All good people.

Dubuque, Times-Journal, morning and eve. Daily average, 1907, 11,349; Sunday, 13,555.

KANSAS

Hutchinson, News. Daily 1906, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

Lawrence, World, daily. Actual average for 1907, 4,217.

Pittsburg, Headlight, daily and weekly. Average 1907, daily 6,228; weekly 5,547.

KENTUCKY

Lexington, Leader, Av. '06, evening 5,157. Sun. 6,783; for '07, eve'g, 5,390. Sun. 7,102. E. Katz.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,438.

Augusta, Maine Farmer, w'kly. Av. for 1907, 14,126. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 28,422.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1907, 8,012.


Portland, Evening Express. Average for 1907, daily 13,514. Sunday Telegram, 8,855.

Waterville, Sentinel. 1907 average, 8,418 daily. The fastest growing paper in Maine.

MARYLAND

Baltimore, American. Daily average for 1907, 75,652; Sunday, 91,209. No return privilege.

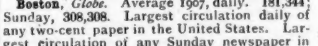
Baltimore, News, daily. Evening News Publishing Company. Average 1907, 77,748. For June, 1908, 90,353.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

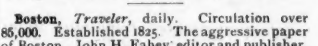
MASSACHUSETTS

Boston, Evening Transcript (60). Boston's tea table paper. Largest amount of week day ad.

 **Boston, Globe**. Average 1907, daily. 181,344; Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.

 **Boston, Traveler**, daily. Circulation over 85,000. Established 1825. The aggressive paper of Boston. John H. Fahey, editor and publisher.

 **Human Life**, The Magazine About People. Guarantees and proves over 200,000 copies m'thly

 **Clinton, Daily Item**, net average circulation for 1907, 3,013.

Fall River, Evening News. The Home Paper. Actual daily average 1907, 7,049.

Gloucester, Times. 1907 average, 7,304. Read by 95 per cent of Cape Ann readers.

Lynn, Evening Item. Daily sworn av. year 1906, 15,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

Salem, Evening News. Actual daily average for 1907, 18,281.

Worcester, Gazette, eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, L'Opinion Publique, daily (©©). Paid average for 1907, 4,586.

MICHIGAN

Bay City, Times, evening. Average for 1907, 11,054 copies, daily, guaranteed.

Jackson Patriot, Average May, 1908, daily 8,499, Sunday 9,302. Greatest net circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1907, 14,749. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1907, 20,537; June 1908, 19,215.

MINNESOTA

Duluth, Evening Herald. Daily average 1907 23,093. Largest by thousands.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266; for 1907, 103,563.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Journal, Daily and Sunday (©©). In 1907 average daily circulation, 76,861. Evening only. In 1907 average Sunday circulation, 72,578. Daily average circulation for June, 1908, evening only, 75,138. Average Sunday circulation for June, 1908, 70,741. The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.

CIRCULATION Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 101,165.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnbull, publisher, 1907, 154,262.

St. Paul, Pioneer Press. Net average circulation for 1907. Daily, 35,116; Sunday, 35,465.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

MISSOURI

Joplin, Globe, daily. Average, 1907, 17,030. E. Katz, Special Agent, N. Y.

Lexington. The *Intelligencer* reaches the best people in Lafayette County. Daily and weekly.

St. Joseph, New-Press. Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

St. Louis, National Druggist, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1907, 104,666.

NEBRASKA

Lincoln, Deutsch-American Farmer, weekly. 143,245 for year ending Oct. 30, 1907.

Lincoln, Freie Press, weekly. Average year ending Sept. 25, 1907, 142,989.

NEW HAMPSHIRE

Nashua, Telegraph. The only daily in city. Average for 1907, 4,271.

NEW JERSEY

Asbury Park, Press. 1907, 5,076. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, 9,001.

Elizabeth, Journal. Average 1905, 6,515, 1906, 7,347; 1908, 8,311; Jan., 1908, 9,479.

Jersey City, Evening Journal. Average for 1907, 24,330. First six months 1908, 24,375.

Newark, Eve. News. Net daily av. for 1906, 63,022 copies; for 1907, 67,195; Jan. 69,829.

Trenton, Evening Times. Av. 1906, 12,237. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, Evening Journal. Daily average for 1907, 16,396. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, 62,697.

Brooklyn, Weekly Record, weekly 2 cents. Aver. for year 1907, 6,112. A want ad. medium.

Buffalo, Courier, morn. Av. 1907, Sunday, 91,447, daily, 51,604; *Enquirer*, evening, 34,570.

Buffalo, Evening News. Daily average 1905, 94,690; for 1906, 94,743; 1907, 94,843.

Mount Vernon, Argus, evening. Actual daily average for 6 mos. ending June 30, 1908, 4,814.

Newburgh, Daily News, evening. Average circulation first quarter 1908, 6,688. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 6 mos. to June 27, '08, 10,169.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, 5,784.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Circulation for 1907, 64,416; soc. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, 26,641 (©©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1907, 8,833—sworn.

Music Trade Review, music trade and art weekly. Average for 1907, 4,709.

The People's Home Journal. 564,416, mo. *Good Literature*, 458,666 mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.


The Tea and Coffee Trade Journal. Average circulation for year ending June, 1908, 9,813; June, 1908, issue, 10,500.

The World. Actual aver. for 1907, Mor., 345, 442. Evening, 406,172. Sunday, 483,335.

Poughkeepsie, Star, evening. Daily average for first six months 1908, 4,455; June, 4,591.

Schoenectady, Gazette, daily. A. N. Liecety. Actual Average 1906, 15,309; for 1907, 17,152.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1907, daily 35,509; Sunday, 41,130.

 *Troy, Record*. Average circulation 1907, 20,163. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1907, 2,542.

Utica, Press, daily. Otto A Meyer, publisher. Average for year ending Dec. 31, 1907, 14,839.

OHIO

Akron, Times, daily. Actual average for year 1906, 8,977; 1907, 9,551.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, 74,911; Sunday, 88,373; May, 1908, 77,835 daily; Sunday, 86,446.

Dayton, Journal. 1907, actual average, 21,217.

Springfield, Farm and Fireside, over $\frac{1}{2}$ century leading Nat. agricult'l paper. '07, 447,345.


Youngstown, Vindicator. D'y av., '07, 14,768; Sy., 10,017; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906, 5,514; for 1907, 6,859. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1907 aver., 20,152; May, '08, 26,214. E. Katz, Agent, N. Y.

OREGON

 *Portland, Journal*, has larger circulation in Portland and in Oregon than any other daily paper. *Portland Journal*, daily average 1907, 28,805; for June, 1908, 30,116. Vreeland-Benjamin, Representatives, New York and Chicago.



Portland, The Oregonian, (©©). For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. June circulation, daily average, 35,247; Sunday average 43,911.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1907, 7,640. N. Y. office, 220 B'way. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1907, 18,511; May, 1908, 18,398. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn av. June, 1908, 15,219. Largest paid cir. in Harris'bg or no pay.

Philadelphia, Confectioners' Journal, mo. Average 1906, 5,514; 1907, 5,514 (©©).

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ The correctness of *Farm Journal's* subscription statements is guaranteed by the American Newspaper Directory. The average edition for the year 1907 was 573,083 copies each month. It has more actual paid in-advance subscribers than any other farm paper in the world. It has been awarded the (©©), and best of all, the Seventh Sugar Bowl. ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



Philadelphia, The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 124,006.

“In
Philadelphia
nearly
everybody
reads
The Bulletin.”

NET AVERAGE FOR MAY

246,909

COPIES A DAY.

WILLIAM L. McLEAN.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1907, 15,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1907, 18,124.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1907, 17,903—sworn.



Providence. *Daily Journal*, 17,712 (©). Sunday, 24,173 (©). *Evening Bulletin*, 37,061 average 1907. *Bulletin* circulation for 1908 over 45,000 daily.

SOUTH CAROLINA

Charleston. *Evening Post*. Actual daily average 6 mos., 1908, 4,685; June, 5,184.



Columbia. *State*. Actual average for 1907, daily (©) 13,092. Sunday, (©) 13,887. Semi-weekly, 2,987. Actual average for first six months of 1908, daily (©) 13,314; Sunday (©) 14,116.

Spartanburg. *Herald*. Actual daily average circulation for first six months of 1908, 3,289.

SOUTH DAKOTA

Daily Press, Sioux Falls, S. D. Average first six months of 1908, 9,661. Morning state paper. Strangest paper on rural routes. Entirely covering South Dakota.

South Dakota Farmer, Sioux Falls, S. D. Only weekly farm paper in state. Average circulation, 16,944. Flat rate, 60 cents per inch (until Jan. 1, '09 only).

DOTSON & COOK, Publishers.



TENNESSEE

Chattanooga. *News*. Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.



Knoxville. *Journal and Tribune*. Week day av. year ending Dec. 31, 1907, 14,697. Week-day av. January and February, 1908, in excess of 15,000.

Memphis. *Commercial Appeal*, daily, Sunday, weekly, 1907, average: Daily, 42,066; Sunday, 61,773; weekly, 80,078. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1906, 31,456; for 1907, 36,306.

TEXAS

El Paso. *Herald*, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Av. 1905, 3,527; 1906, 4,113; 1907, 4,535. Exam. by A. A. A.

Burlington. *Free Press*. Daily average for 1907, 8,415. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Rutland. *Herald*. Average, 1907, 4,301. Only Rutland paper examined by A. A. A.

St. Albans. *Messenger*, daily. Average for 1907, 3,332. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Av. 1907, 2,711; June, 1908, 3,011. Largest circulation. Only evening paper.

WASHINGTON

Seattle. *Post-Intelligencer* (©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 32,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma. *Ledger*. Average 1907, daily, 17,482. Sunday, 25,002.

Tacoma. *News*. Average 1907, 16,825; Saturday, 17,610.

WEST VIRGINIA

Piedmont. *Business Farmer*, monthly. Largest farm paper circulation in West Virginia.

Renovo. *W. Va. News*, weekly. Wm. B. Blake & Son, pubs. Average 1907, 2,524.

WISCONSIN

Janesville. *Gazette*. Daily average for 1907, 3,671; semi-weekly, 2,416; June, '08, daily 4,568.

Madison. *State Journal*, daily. Actual average for 1907, 5,086.

Milwaukee. *Evening Wisconsin*, daily. Average 1907, 28,082 (©). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee. *The Journal*, eve., ind. daily. Daily average for 1907, 51,922; for June, 1908, 56,131; daily gain over June, 1907, 3,979. The paid circulation of the *Milwaukee Journal* is larger than that of any two other papers in Milwaukee, and the city circulation of the *Milwaukee Journal* is larger than is the combined city circulations of any three other Milwaukee dailies. *The Journal* leads all Milwaukee papers in classified and volume of advertising carried.



THE WISCONSIN AGRICULTURIST

Racine. Wis., Established, 1877. Actual weekly average for year ended Dec. 30, 1907, 56,317. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

Oshkosh. *Northwestern*, daily. Average for 1907, 8,880. Examined by A. A. A.

Racine. *Journal*, daily. Average for the last six months, 1907, 4,376.

WYOMING

Cheyenne. *Tribune*. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,420.

BRITISH COLUMBIA

Vancouver. *Province*, daily. Av. for 1907, 13,846; June, 1907, 13,373; June, 1908, 15,772. H. DeClerque, U. S. Rrpr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, 16,546. Rates 56c. in.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, 36,852; daily June, 1908, 35,136; weekly av. for mo. of June, 27,062.

Winnipeg, Telegram, Average daily, June, '08, 23,929. Weekly av. 28,000. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 103,828, weekly 50,107.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the *Daily Star* for 1907, 62,837 copies daily; the *Weekly Star*, 129,335 copies each issue.

The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Champaign News* is the leading Want ad medium of Central Eastern Illinois.

"**N**EARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE *Tribune* publishes more Classified Advertising than any other Chicago newspaper.

INDIANA

THE *Indianapolis News*, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 280,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The *News'* classified rate is one cent a word, and its daily paid circulation over 75,000.

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 The *Star* carried 223.30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

MASSACHUSETTS



THE *Boston Globe*, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MINNESOTA

THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.



THE *Minneapolis Journal*, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. From Jan. 1 to May 1 the average number of columns each week was 135. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in June 158,115 lines. Individual advertisements, 22,741. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order, the rate is 1 cent a word. No ad taken less than 20 cents.



CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. **by Am. News-paper Directory** Daily or Sunday.



THE St. Paul *Dispatch*, St. Paul, Minn., covers its held. Average for 1907, 68,671.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,090 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 26,214. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Daily Telegraph*, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE Montreal *Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

(◎◎) Gold Mark Papers (◎◎)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1907, 35,486 (◎◎).

GEORGIA

Atlanta *Constitution* (◎◎). Now, as always, the Quality Medium of Georgia.

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1905, 15,866.

Tribune (◎◎). Only paper in Chicago receiving this mark, because *Tribune* ads bring satisfactory results.

KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Commercial Bulletin* (☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉). Established 1830. The only gold mark daily in Boston.

Springfield *Republican* (☉). Largest high-grade circulation in western Mass.

Worcester *L'Opinion Publique* (☉). is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK

Army and Navy Journal, (☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉) is THE advertising medium of Brooklyn.

Century Magazine (☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

Engineering News (☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

The Engineering Record (☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

New York *Herald* (☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

New York *Times* (☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

New York *Tribune* (☉), daily and Sunday. Established 1841. A conservative, clean and up to date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

Scientific American (☉) has the largest circulation of any technical paper in the world.

Vogue (☉) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

OHIO

Cincinnati *Enquirer* (☉). In 1907 the local advertising was 33½% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON

The *Oregonian*, (☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The *Daily Press*, for 1907, 102,983; The *Sunday Press*, 124,006.

THE PITTSBURG (☉) DISPATCH (☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

The Norfolk *Landmark* (☉) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON

The *Post Intelligencer* (☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉), brought 57 replies, to 40 and 20 of two next highest papers.

SUPPLIES

Over the Top

Here is a guide card for the filing cabinet with a celluloid tip made in one piece and folding over the top of the tab. This protects it where the wear comes and prevents curling and breaking.

Standard Index Card Co.

will be glad to send samples in case your dealer does not have them. Orders can be filled for all card sizes, with tips colored or transparent, plain or printed as desired.
701-709 Arch Street, Philadelphia, Pa.

#

newspaper in Binghamton and larger than that of both the other papers combined, the writer found to be pretty well founded and generally accepted by advertisers.

In the competitive bidding for the city printing this year, some significant facts were developed. The law requires that a newspaper must have 5,000 local circulation to qualify as a bidder. The morning paper put in no bid, the publisher frankly stating that he had never claimed to have local circulation to the amount of the legal requirement. The City Council Committee in charge reported in favor of the *Press*, stating that they had found upon investigation that its circulation delivered by carriers alone was largely in excess of the legal requirement, and that the local circulation of its afternoon competitor was not sufficient to come under the legal requirements unless the newsstands and street sales were included. The Committee gave out no figures, stating that their "reason for not doing so was because the *Herald's* circulation was so much lower than the Binghamton *Press*," we feared it might hurt the *Herald's* advertising."

The *Press* carries daily double the amount of classified advertising of either of its competitors, which the Little Schoolmaster has so long and so wisely urged as a safe test of the standing and circulation of a newspaper among its home people—the coveted home-quality.

There is no stronger or more convincing proof of a newspaper's standing than the testimony of its local advertisers. Here it is on the Binghamton situation:

Wm. M. McLean, of Hills, McLean & Haskins, one of the largest department stores in Binghamton: "We confine our advertising to the *Press* and the *Republican*. That we use the *Press* exclusively in the afternoon field, and to a greater extent than the morning paper, indicates what we think of it as an advertising medium."

Mr. Jacobs, of Halpert & Jacobs, Clothiers: "We use the *Press* alone for our advertising, and it has been very profitable to us. We are satisfied there is no reason why we should use any other medium, for we have tried them all."

Michel J. Leo's Ready-to-Wear Store uses the *Press* regularly, and the *Republican* and *Herald* occasionally. Mr. Leo has several branch stores, one in Buffalo. Speaking of his advertising in Binghamton, Manager Geigle said: "Mr. Leo considers the *Press* the Buffalo *News* of Binghamton, and that, with him, is high praise. The *Press* unquestionably covers the field."

C. A. Weed, probably the largest clothier in Binghamton: "My opinion is that the *Press* goes very largely into the homes of Binghamton, and I might find it sufficient to cover the field, but I also use the other papers to an extent. The *Press* is a splendid newspaper, and Binghamton is proud of it. We credit most of our business created by newspaper advertising to the *Press*."

Mr. Gallagher, Manager of the Great

A. & P. Tea Co.: "Most of our advertising is done in the *Press*, where we use four or five times as much space as we do elsewhere. The *Press* is easily the leader in circulation and influence."

M. F. Thompson, of Thompson's Specialty House & Department Store: "There is no question as to the overwhelming superiority of the *Press* as an advertising medium. Before the *Press* was established, I used three papers for my advertising, and I am satisfied I reach more homes to-day through the *Press* alone than I formerly did with those three papers. No newspaper within a radius of 100 miles has more than half its circulation."

J. S. Newing is probably the largest Jeweler and Optician in Binghamton, and in his opinion, "The *Press* stands alone as a medium of profitable publicity." "It is the most generally read newspaper in this whole section of country."

W. L. Waldron, a leading Druggist of Binghamton, was using all the local papers when the *Press* started, but declared "his experience soon convinced him that the *Press* was unqualifiedly the best for his business."

Mr. Harry Underwood, of Babcock, Hinds & Underwood, largest wholesale and retail hardware store in Binghamton: "We use the *Press* exclusively in the evening field, and are satisfied with the results. There is no question but what it covers the field."

John Normile, of Normile Bros., shoes and millinery: "We use the *Press* almost exclusively for our advertising, and, from observation and experience, see no real necessity to use any other paper except that we feel friendly toward the others. I am convinced that the *Press* has twice, and it may have three times, the circulation of any other paper here. I don't see how the advertisers of Binghamton could be offered a better medium."

Mr. Wm. Palmer, proprietor of Palmer's Millinery Store, a leader in Binghamton: "I do all my advertising in the *Press* because it is more generally read than all other papers in this section, and the results I get bear out this opinion."

Mr. Strange, of Strange & Skinner, shoes: "Our regular advertising is confined exclusively to the *Press*, though we occasionally use space in the other papers by way of exchange of business, because we feel very friendly toward them. My partner recently made a personal investigation of the circulation of the Binghamton dailies and fully satisfied himself that the *Press* is what it claims, and that this overwhelmingly exceeds its competitors."

Mr. Rosenstock, of the Fashion, a leading ready-to-wear store, confines his advertising almost exclusively to the *Press* in the evening field. "I feel sure the *Press* is the most widely read newspaper in Binghamton," he said, "and that it yields the advertiser the fullest possible results."

T. B. GOORWIN,

Binghamton, N. Y., Aug. 3, 1908 (Adv.)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PRINTERS' INK PUBLISHING COMPANY

Publishers.

OFFICE: NO. 10 SPRUCE STREET,
NEW YORK CITY.

Telephone 4779 Beekman.

President, J. D. HAMPTON.

Vice-President, GEO. P. ROWELL,

Secretary, J. I. ROMER

Treasurer, H. A. BIGGS.

The address of the company is the address of
the officers.

London Agt., F. W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

New York, August, 5, 1908.

Is the Game Worth the Candle?

Shades of Charles A. Dana! The New York *Sun* is soliciting advertising with promises of a free "write-up" on the side! The scheme is a full-page combination ad on New York City as a summer resort in which a variety of advertisers having distinctly summer propositions are permitted to take space. Then on the opposite page is a two-column reading article on the same theme in which the same advertisers get complimentary write-ups. The article is run in all respects as pure reading, without advertising marks of any kind.

Is such a scheme calculated to advance the best interests of the *Sun* or any first-class newspaper? The back-bone of the *Sun's* advertising is made up of business houses who have not a distinctly summer proposition. Such concerns are not likely to be pleased upon seeing lesser advertisers receive free write-ups which they, themselves, have always been denied under the iron rule established in Mr. Dana's lifetime. Saks & Co., for example, are loyal patrons of the *Sun*, yet when has that concern ever had a pure reading article? Why is it not more

entitled to it than the small hotel man who for one time goes in the combination summer page?

Newspapers ought to consider very carefully the interests of their best patrons before they go into special schemes. When the *Sun* stood firmly on the ground that nobody could influence a line of reading matter for financial considerations its position was impregnable. Special schemes increase advertising only temporarily and even then for a trifling amount. A charitable view of the *Sun's* new departure would be that Mr. Laffan and Mr. Deering are away on extended vacations and the boys in the office are trying to roll up a fine record in their absence.

Munsey's new paper in Philadelphia, the *Evening Times*, has assumed the appearance of an old-timer. It has secured liberal advertising patronage, and has taken hold well. In the course of his announcement to Philadelphia newspaper readers Mr. Munsey has this to say:

The evening newspaper field has not been developed in Philadelphia to the same extent as in our other large cities. Until to-day you have had but three evening newspapers to five morning issues, while Boston, with half your population, has six evening to five morning papers. New York, Baltimore and Washington, each has the same number of evening as of morning papers, and, as a rule, the country over, the evening papers aggregate a much larger circulation than their morning contemporaries.

The daily newspaper is the quick-firing gun; but besides its advantages in timeliness and local and personal interest, it has crystallized into a necessity, while the magazine still remains in the luxury column. And the business that has to do with necessities has an innate strength and security that does not obtain in the luxury line.

PAYNE & YOUNG have been appointed eastern advertising representatives of the Lee Syndicate papers, comprising the following: Davenport, Iowa, *Times*, Muscatine, Iowa, *Journal*, Ottumwa, Iowa, *Courier*, La Crosse, Wisconsin, *Tribune* and Hannibal, Missouri, *Courier-Post*.

THE *Publishers' Weekly* has reprinted in book form a directory of American publishers who have issued books during the past two years.

THE MacManus-Kelly Company, advertising agents of Toledo, O., have just strengthened their forces by the addition of D. Minard Shaw, formerly the head of the Shaw-Cassidy Agency, of Pittsburgh.

ISAAC S. WALLIS, for a number of years advertising manager of the Cincinnati *Post* and for more than seventeen years in charge of the Scripps McRae office in Chicago, has been appointed western representative for the Winnipeg *Telegram*. This is the second large Canadian paper which Mr. Wallis has added to his list during the past few months, the other being the Toronto *Mail and Empire*. The *Telegram* is represented in the East by Perry Lukens, Jr.

Wet or Dry? Quite an interesting campaign is being waged among Texas Democrats to decide whether or not that state shall stay wet or become dry, as regards the sale of liquor. Some rather unique advertising, placed by the Submission Club, which is in favor of a drought, and by the Anti-Submission Club, which advocates dampness, has been the outcome of the discussion.

Henry Watterson, in a recent issue of the Louisville *Courier-Journal*, says in an editorial "no man can be a Democrat and a Prohibitionist." This editorial was used in its entirety as a page advertisement in the Houston *Chronicle* by the Anti-Submission crowd. The club which advocates State prohibition is using large space to reproduce cartoons, uncomplimentary to the liquor dealer and copy calculated to secure victory for prohibition at the polls.

Whatever the outcome of the matter, for the present, at least, the newspaper publisher is ahead of the game, drawing patronage from both sides.

THE Kansas City *Star* sends PRINTERS' INK a full account of the fine building which it is about to erect in order to take care of its increased business. Of greater interest to advertisers is the fact that the *Star* has rates which are fixed and immovable and that its space is worth every penny it charges.

NOTES FROM THE HAUNT OF THE TROUT.

PERCY SUMMER CLUB,
Percy, New Hampshire,
PROSPECT LODGE, July 25, 1908.

Dear Mr. Romer:

I was very much pleased with the July 22nd issue of PRINTERS' INK and specially with the high character of the publications from which The Little Schoolmaster draws its advertising patronage. It has occurred to me that may be you will eventually be obliged to require applicants for your advertising space to come up to a specified grade of merit to protect your readers from being deceived in thinking that simply because a paper or periodical is advertised in PRINTERS' INK it must, on that account, possess something approaching the unusual high grade of merit that seems, on all sides, to be accorded to those who use its space with a frequency that approaches regularity.

It is interesting to note that every one of your advertisers has a story to tell, and each one tells it well, even though not all succeed in imparting the charm and conviction that the man from Kansas crowds into the first page every other week.

At the foot of page 36, in your issue of July 22nd, I read, "there used to be more talk about energy in follow-ups than there is now" and that reminds me of a bit of my own experience. A few months ago I saw in an American paper I was reading in London an advertisement of a motor boat made in Detroit, and having in mind a summer at this pleasant resort, I wrote for a catalogue to be sent me at my hotel in New York to reach me on arrival. The catalogue came and was plain and satisfactory. I decided on the boat to buy but delayed the order a day or two, because there was no hurry. A day or two later I was surprised to receive a form letter from the boat builders proposing to nail my order by certain concessions on price. Not being pressed with business, I devote a few days to trying to study out in what respect the new proposal had advantages when I was amazed to find myself in receipt of a third and still different proposal which mixed me up still more.

Without the "follow-up" system I should now be enjoying a motor boat on this beautiful lake, but on account of it I fear I shall now never know how great a blessing I have missed.

Very truly,
GEORGE F. ROWELL.

Press Agent's Anybody reading the New York *Herald* for Sunday, July 26, would gather the idea that one of the chief items of news for that day was the establishment of a landing stage for air-ships at a restaurant down on Long Island. The article in question is as pretty a specimen of the handiwork of the up-to-date press agent as often comes to light. It held position at the top of the page on the main sheet, extending across three columns with an elaborate diagram showing the grounds and location of the hotel-restaurant. The article is so perfect a specimen of the disguised form of advertising known as "press-agent work" that **PRINTER'S INK** takes pleasure in reprinting it complete. The article, of course, was run as "pure reading," without money and without price:

SUBURBAN CAFE PROVIDES AIR-SHIP LANDING.

M. BUSTANOBY PREDICTS DINNER PARTIES WILL SAIL THROUGH THE AIR TO RESTAURANT IN HUNTINGTON, L. I., WITHIN FIVE YEARS — "VISIONARY FRENCHMAN" FORESAW THE GENERAL ADOPTION OF AUTOMOBILES.

"In less than five years, possibly one or two years, people in airships will be coming to the Château des Beaux Arts as easily as they now come in automobiles and yachts," said one of the three Bustanoby brothers, proprietors of the château, at Huntington, L. I., yesterday. "We have made provision for them and have set aside a part of the land on this estate as a landing place. It may seem odd now, but it will be commonplace in a few years to see people in their aerial machines making a fifty or one hundred mile trip for dinner.

"When we first planned the château wisecracks said that my brothers and myself were visionary Frenchmen. As the railroad was several miles away, they wondered how people could get to this place and questioned that a metropolitan restaurant forty miles from New York could exist. We had as much faith in the automobile then as we have in the aerial car now. We believe the first airships will carry four passengers at the fewest.

"For that reason we have reserved a landing field for passengers of the air. It will not be long before it will be used, as we predict. Demonstrations both here and in Europe convince us that this is so.

"The landing field is a gently rising

slope back of the château. It is clear of trees and is a broad green lawn. We will put no structure on it, for the reason that the earth itself is the best landing place that can be found."

The eldest of the three Bustanoby brothers, who has a fondness for machinery and invention, has been experimenting with a hydroplane and also with a pair of electrical wings.

Note how all the essentials of a complete advertisement are worked into this news story. In both heading and body of article the address is plainly given. Also the distance from New York. The opening paragraph gracefully sets forth the class of patrons desired—automobilists and yachtsmen. If it had occurred to the press-agent, no doubt he could have worked in the price of broiled live lobster while he was about it. The reference to green fields and trees helps to paint an alluring picture of the suburban cafe.

Now observe how little all this costs to the advertiser. The landing stage for air-ships? Just an empty field. A wave of Mr. Bustanoby's hand and it is created forthwith. An ordinary, everyday field becomes worth a three-column spread in the great New York *Herald* as soon as Mr. Bustanoby's redoubtable press agent gets busy. Great indeed is the triumph of imagination! Pity the poor soul who is born without the divine gift!

Come to think of it, why should anyone bother with the formalities of rate-cards and advertising contracts? Press agents come much cheaper and they can deliver goods you can't buy over the counter. Let's all fire our high-priced advertising managers and replace them with press agents like the one who holds forth at Mr. Bustanoby's charming chateau on Long Island! This advertising game demands that we shall keep strictly up-to-date at all times.

SOMETHING new in "To Let" cards appear in the window of a West 34th street store: "How'd you like this for your store?" "What will be Mr. Lessee's name; an open question still." "Some one will do lots of business here. Are you that one?"

The Billposters It has been reported, in some quarters, that the Associated Billposters and Distributors might, at their next annual meeting, abolish the list of "official representatives," and stop paying them the agent's commission.

The Billposters' association, of course, is the Big Noise in outdoor advertising. Organized a few years ago, it has improved conditions all over the United States and Canada, both for the advertiser and the billposter. Better boards and more of them, uniform rates for service, absolute guarantee to the advertiser that he gets what he pays for, and quick, certain punishment for the dishonest billposters—these are some of the things the organization has accomplished. When first launched, it was weak. A few advertising agencies were appointed "official representatives" on commission in the behalf that they would create new billboard patronage.

To-day the Association is strong. It has been rumored that the advertising agencies have not proved satisfactory as creators of new business, and that the whole list of representatives is to be dropped. This of course, would mean serious loss to every general agency that has built up an outdoor advertising patronage, and facilities for handling such business.

At the recent meeting of the billposters in Detroit, however, these reports proved to be groundless. Far from being dissatisfied with the agencies, there was a distinct feeling that the latter had proved desirable allies in a year of slack business. Instead of dropping anybody, therefore, the association added two more agencies to the list—the Long-Critchfield agency, Chicago, and Fowler & Simpson agency, Cleveland. The revised list is as follows—these are the only concerns to which billposters grant agent's commission:

Amsterdam Supply Co., New York City.
Associated Billposters' Protective Co.,
New York City.

Ayer & Son, N. W., Philadelphia.
Ayres, H. E., & Co., Boston.
Campbell, Robert C., London, Eng.
D'Arcy Advertising Company, St. Louis.
Fowler & Simpson Agency, Cleveland.
Gude Co., O. J., New York City.
Hampton Advertising Co., N. Y. City.
Holbrook & Parsons, New York City.
International Posting Service Co., New York City.
Long-Critchfield Corporation Chicago.
Lord & Thomas, Chicago.
Mahin Advertising Co., Chicago.
Massengale Advertising Agency, Atlanta.
Proctor & Collier Co., Cincinnati.
Robison, Sanford H., Philadelphia.
Runey, Clarence E., Chicago.
Sherin Co., C. E., New York City.
Seeley, W. W., New York City.
Snitzler Adv. Co., Chicago.
Stahlbrodt, Edward A., Rochester.
The Public Advertising Co., Inc., Cincinnati and New York City.
The Thompson-Briggs Co., Chicago.
Throop, George Enos, Chicago.

REMARKABLE. PERHAPS, BUT TRUE.

CHELSEA, MASS., July 21, 1908.

Editor of PRINTERS' INK:

It was a genuine surprise to me to read in your interesting Twentieth Anniversary issue that there are 58 daily newspapers in New York city. And I very much doubt if there are not other PRINTERS' INK readers in this neck of the woods who noted that statement with surprise. Of course I know that included in the 58 dailies are those published in Brooklyn, yet with these added the sum total of my knowledge of the New York daily situation would be told by the figures 20. I would really be interested to see the names of the "57" plus one varieties of New York city dailies.

Yours hopefully,

EDWIN E. SMALL.

Here they are, Mr. Small—and Brooklyn is *not* included:

Al Hoda, American, Evening Journal, American Metal Market and Daily Iron and Steel Report, Amerikai Magyar Nepszava, Atlantis, Banker and Stockholder, Bolletino della Sera, Bond Buyer, Bronx Borough Record and Times, Bronx Sentinel, Columbia Spectator, Commercial, Courrier des Etats-Unias, Das Morgen Journal, Evening Mail, Evening Post, Evening Telegram, Financial News and Indicator, Forward, Glas Naroda, Globe, Herald, Hlas Lidu, Hotel Reporter and Hotel Mail, Il Progresso Italo-Americano, Jewish Daily News, Jewish Herald, Jewish Morning Journal, Journal of Commerce and Commercial Bulletin, L'Araldo Italiano, Law Journal, Le Boulevardier, New-Yorkais, Listy, Morning Telegraph, Narodni List, North Side News, People, Press, Simaita, Staats-Zeitung-Morning, Staats-Zeitung-Evening, Sun, Evening Sun, Telegrafo, Times, Trade Record, Tribune, Volks Zeitung, Wall Street Daily Investor, Wall Street Daily News, Wall Street Journal, Wall Street Summary, Wahrheit and Daily Herald, World, Evening World, Zeitung. Herold.

More Russell Readers of Letters PRINTERS' INK

will be glad to know that its London letters will hereafter be written by T. Baron Russell, its original correspondent there. When Mr. Russell became advertising manager of the London *Times* three years ago his work for this journal was suspended, partly in conformity to the policy of that paper. Russell has just set up as an advertising specialist and business counsel at Beaufort House, Surrey street, Strand, W. C., London. Perhaps no man in England is better able to advise advertisers and business houses on either side of the water when it comes to British conditions. As Russell himself humorously says, although an Englishman by birth, he has never worked for anyone but Yankees. For twenty-three years he was with the well-known proprietary business established in London by John Morgan Richards. From there he went to the *Times*, and spent two years, and from that to a position with Hooper & Jackson, Ltd., who conducted the *Times'* famous encyclopedia campaign, and who are now handling the "Historians' History of the World" in England. This association with Americans in London has been amplified by trips to the United States, and Russell is at once a hearty admirer of Yankee advertising methods and enterprise, and has a canny knowledge of how to adapt them to British consumers, and understands to a hair where to leave off.

Standard in China

This is a Chinese advertisement of the Standard Oil Company. The translation given below shows that, while the language is flowery, still the selling arguments are there. In the August issue of the *World's Work* C. M. Keys tells how it was necessary to supply a lamp to sell kerosene in China. Native lamps made of tin, without chimneys, were crude, ill-smelling and smoky. The Standard Oil Company spent months devising a lamp of

lacquered tin, with a broad base for standing, and a hook for hanging. It has a scientific burner, a chimney, and gives light ten hours with one filling. Lamp, chimney and wick complete cost about eleven cents in this



country, and are sold to the Chinese for seven and a half cents. To-day the poorest Chinaman can buy one, and last year more than 750,000 were sold.

Part of the advertisement put in English reads like this:

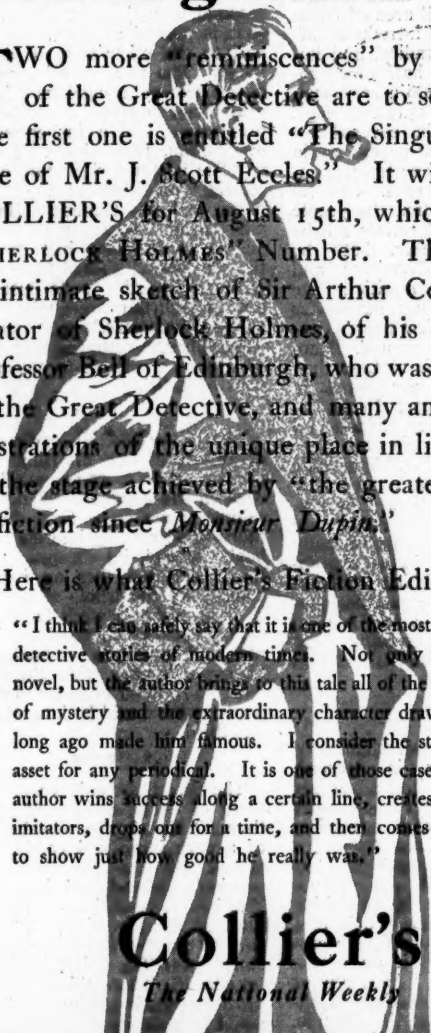
HAPPINESS, LONG LIFE, COMFORT, AND PEACE.

If you wish Happiness, Long Life, Comfort, Health and Peace, you must live surrounded by brightness. To live in bright surroundings, you must use a "Mei-Fu" Hong Lamp, (which is made on scientific principles and burns real "Mei-Fu" oil). By using this small lamp and burning the best oil, the light given will be so bright that it will be like day.

A full lamp of oil will burn for 10 hours and there are no other oils that can compare with those of "Mei-Fu" for burning. This lamp may be placed on the table, hung on the wall, or carried in the hand, and all users will be delighted with it. The Standard Oil Company has used scientific principles and skilled people to produce a lamp which will burn up all the oil in the lamp without odor.

Do you think the lamp expensive? It really is not so, because in exchange you get the benefit of "Happiness, Prosperity, and Long Life."

Sherlock Holmes is Coming Back



TWO more "reminiscences" by Dr. Watson of the Great Detective are to see the light. The first one is entitled "The Singular Experience of Mr. J. Scott Eccles." It will appear in COLLIER'S for August 15th, which will be a "SHERLOCK HOLMES" Number. There will be an intimate sketch of Sir Arthur Conan Doyle, creator of Sherlock Holmes, of his old teacher, Professor Bell of Edinburgh, who was the original of the Great Detective, and many anecdotes and illustrations of the unique place in literature and on the stage achieved by "the greatest character in fiction since *Monsieur Dupin*."

Here is what Collier's Fiction Editor wrote:

"I think I can safely say that it is one of the most remarkable detective stories of modern times. Not only is the plot novel, but the author brings to this tale all of the atmosphere of mystery and the extraordinary character drawing which long ago made him famous. I consider the story a great asset for any periodical. It is one of those cases where an author wins success along a certain line, creates a band of imitators, drops out for a time, and then comes back as if to show just how good he really was."

Collier's

The National Weekly

Sherlock Holmes Number—August 15th

WITH ENGLISH ADVERTISERS.

By T. Russell.

Advertising in this country is a very different business from advertising in the United States. The relatively small area of Great Britain and Ireland introduces differences that are radical and important. We have half your population, crowded onto a very small fraction of your square-mileage. The distances to be covered are trifling, and the best buyers are in fair-sized towns. The farming interest is not prosperous. One result of all this is that the people important to an advertiser can be reached much easier, both by newspapers and advertisers, and that retail-shop propositions are more successful than mail-order business. A very few papers cover nearly the whole ground. There are few small dailies. Less than 200 daily papers are listed in "Mitchell's Newspaper Press Directory" in all Great Britain and Ireland, and there are only 2,353 newspapers altogether. The daily papers of large towns reach nearly the whole population. Publications of national circulation are numerous: they have no difficulty in being so. They have no problems like those which confront such concerns as the one that publishes the *Ladies' Home Journal* and the *Saturday Evening Post*. Similarly, the goods-distribution problem is easy.

* * *

When once the unfamiliarity of national character is grasped, therefore, an American advertiser in this country has a much easier task than an English advertiser in America. You can try out a scheme here with much less expense and risk, if you do not complicate matters by mistaking the sort of thing our people like, and this is a sort of mistake easily enough avoided if an advertiser will do what I have always recommended to Americans making an experiment in Britain, namely, appoint a well-qualified agent in London instead of try-

ing to run the British field from an office of his own.

Although the conditions here are more favorable than in America to the sale of merchandise through retailers, and less favorable to mail-order trading, our people will respond to mail-order advertising if it is pushed at them. So they will to the other kind of advertising. The two most interesting advertisement campaigns of this year have been on a mail-order proposition, and a jobber-retailer proposition, respectively. I refer to "The Historians' History of the World," published at the *Times* office, and the Hennessy Brandy advertising. In each of these campaigns there were just two or three points which had to be driven home in order to do business: and in each they were taken hold of and hammered upon with a versatility and resource that would have been creditable to any country's advertising.

* * *

The Historians' History readers of PRINTERS' INK probably know about. It is a 25-volume book, sold on the instalment plan. The selling points were, first, the authority and reading interest of the book; second, its cheapness; and third, the fact that an inquirer could have the whole 25 volumes to look at for a week before deciding whether to purchase it or not; and later in the campaign the "hurry-up" story, that the work must be ordered by a certain date or the price would be increased by one-third.

* * *

The first three points were features of every newspaper advertisement issued. So was the offer of a very large and costly prospectus, 108 large quarto pages, expensively printed and illustrated. The bait to read the offer was, in most of the advertisements, some sort of excerpt or summary of a story from The Historians' History itself. These things were all of them good reading, and they served to make good the first point named—the merit and especially the readableness of the book.

An inquirer who sent for the set of volumes "on approval" was regarded as, in a pretty large and fixed percentage of cases, a captured bird. The books, when they went out, stayed out. The inquirer who sent for the 198-page prospectus either ordered, or went on a list of names to be followed up with letters, circulars and further booklets. Up to the closing date named in the final "hurry-up" campaign, no one who had sent for the first advertised prospectus was allowed to forget for long the duty of supplying himself with the History. Considering the difficulty of selling books at all—for they are not things that sell easily, once you go outside fiction—and the especial difficulty of loading people with a big encyclopedic work on a subject like history, this advertising was remarkably successful. It proved beyond all doubt that the British public will and does respond to a mail-order offer if rightly or perseveringly presented.

* * *

The Hennessy Brandy campaign, illustrating the fact that even where the tendency of public taste has turned against a particular product, business can be got back through good "reason-why" advertising, must be left for discussion in a future letter. The problem here was to meet the falling off of business due to the fact that the people who at one time drank brandy had taken to drinking whiskey. The Messrs. Hennessy faced this problem and solved it, as I will describe hereafter.

* * *

A feature of American advertising which one generally misses in British newspapers is banking announcements. The old established, prosperous banks, with one exception, the Birkbeck, do not advertise for new business. The fact that the Birkbeck has a larger number of accounts than any other bank in the country indicates that business can be got through persistent advertising. What deters most banks from using advertisements is that the institutions which have employed

this means of promotion in the past have not been, as a rule, of good reputation. One of them which offers increasing rates of interest on deposits according to the length of withdrawal-notices called for is a mere loan office. Another, which advertises a pamphlet on "Modern Banking," is a bucket-shop. The real banks, as a rule, only advertise when a change in the Bank of England discount rate obliges them to alter their own deposit rates, and then they merely give notice of this fact once, in a small number of papers.

* * *

Lately, however, we have had some large and aggressive advertising by a couple of new banks, using full double columns in the daily papers. Each of them has come in for rather searching criticism in the financial press. A scheme put up by one of them—I do not know whether it has yet been carried into effect—was to encourage small saving by putting deposit boxes in retail shops. On a shilling being dropped through the slot, the box let go a ticket equivalent to a bank receipt, and these tickets could be deposited by mail. This sounds a good scheme if legitimate banking profits will cover the cost of operating: but the fact remains that bank advertising is not looked upon with favor in this country yet. The fact that the one persistent advertiser wins out on its advertising shows that persistency can overcome prejudice. The fact that prejudice exists against banks advertising as such is due to unsatisfactory institutions having been users of advertising, and shows how much harm to a whole industry a few "black sheep" can do.

MR. MAHIN HAS HIS EYE ON
"PRINTERS' INK."

CHICAGO, July 28, 1908.

My dear Mr. Romer:

* * *

I appreciate the kind things that you said about us in reference to the Holeproof account and I do want to thank you for the way in which you are improving PRINTERS' INK.

Very truly yours,

JOHN LEE MAHIN.

BUSINESS GOING OUT.

The W. S. Hill Co., Pittsburg, is making contracts with a large list of agricultural mediums for the advertising of the Brown Fence & Wire Co., Cleveland, O.

Copy for the Listman Mill Co.'s flour is going to Pennsylvania newspapers only through the J. Walter Thompson Co., New York.

J. W. Morgan & Co., New York, will use quarter pages in September issues of magazines for Hammacher, Schlemmer & Co., New York, hardware dealers.

Holbrook & Schaefer, New York, are sending copies to weeklies for the Hill Publishing Co., New York.

About September 1st, copy for Greenstein & Pelz, New York, makers of laces, veilings, etc., will go out to farm publications in the west, and later, space in general publications will be used. S. G. Lindenstien, of the Louis Lewis Agency, New York, is handling the business.

Two inch copy, four insertions, is being placed direct with newspapers by the Cedarcroft Sanitarium, Lebanon, Tenn.

Lord & Thomas, Chicago, are using four inches, eight insertions, for the Bush Temple Conservatory, of that city, in newspapers.

Carbo Magnetic Razor copy, forty-one lines, thirteen insertions, is going to newspapers from the office of I. J. Rose, New York.

The Price Flavoring Extract Co., Chicago, is making 5,000 line contracts with newspapers direct.

Andrew Come, New York, is placing some financial copy with newspapers for O. F. Jonassen, of that city.

Some four line, one time, double column copy to advertise Vero-form is going to newspapers from M. M. Gillam, New York.

The Publicity Co., New York, is using a number of women's publications for Dr. Jeanne Walter, medicated rubber undergarments. The advertising of William Bernstein's short vamp shoes is also being handled by this agency.

The Japanese Importing Co., Providence, R. I., announces that all business will be placed in the future by Charles H. Fryer, of its London office.

Fels Naptha Soap copy is going to a list of Canadian papers from the Ireland Advertising Agency, Philadelphia; 5,000 lines to be used.

The Frank Presbrey Co., Inc., New York, is sending out orders to a list of forty of the big agricultural mediums in the United States and Canada for the Marlin Firearms Co., of New Haven; contracts call for seventy-two

lines, seven insertions, beginning in October. Fifteen hundred to five thousand line contracts are going to large dailies for the Pennsylvania Clincher Tire. Full pages are being used in automobile publications for the Lovell & McConnell Mfg. Co., Newark, makers of the Klaxon, a new warning signal. Six inch, single column space is being used in the *Saturday Evening Post* and Associated Sunday Magazines for the Shrp Shavr Razor Co., of New York.

The P. F. O'Keefe Agency, Boston, is using six inches, twenty-six insertions, in weeklies for the Winchester Repeating Arms Co., New Haven, Conn.

Four line readers, three times a week for two months, is going to weeklies and two inch display space for three months in Sunday papers is being used by L. O. Eddy, Chicago, for Wakefield's Blackberry Balsam.

The George B. Van Cleve Co., Inc., New York, is sending out 120 line, one time orders to newspapers for Harriett Meta, beauty specialist, Buffalo.

Two hundred and forty inches, one insertion, is going to newspapers from the Batten Co., New York, for the Peerless Motor Car Co., of Detroit.

This agency is also using space in women's publications for Murphy, Straub & Prawl, New York, textiles.

Foster DeBevoise, New York, is using seven lines, two times, in the classified columns of newspapers for J. H. Goodwin, of that city, book publisher.

The Merrill Advertising Agency, New York, is placing advertising on an exchange basis, for the Willard Hotel, the Aberdeen Hotel, of St. Paul and the Hotel Bayard of New York.

Ten inch and six inch copy, three times a week for twenty-six insertions is going to newspapers from the Frank Presbrey Co., Inc., New York, copy alternating, for Korn Kinks. Some classified copy for the Bureau of Navigation is also being sent to newspapers.

The Chautauqua Press, Chautauqua, N. Y., is offering advertising to newspapers on an exchange basis, direct.

W. M. Fairbanks, of J. C. Ayer & Co., Lowell, announces that copy for Ayer's Sarsaparilla started out to newspapers August 1st.

BOSTON NOTES.

Dr. R. E. Sproule is spending the summer months traveling through Europe. No advertising contracts will go out until his return.

Lewis E. Kingman, formerly with the Austin Biscuit Co., is now advertising manager of the Florence Manufacturing Co., makers of the Prophylactic Tooth Brush, Florence, Mass.

Ernest J. Gouldston, 17 Milk street, has recently closed a new financial account and contracts for advertising will be made with papers in about a hundred cities.

Frank L. Black, formerly with the Chas. H. Fuller Agency, is now located with Ellis & Dowst, 10 High street.

Next year's appropriation for the advertising of Cheney Bros., silk, in New York City, will be handled by S. A. Conover, New England representative of N. W. Ayer & Son. It is understood that most of the appropriation will go into women's publications.

The P. F. O'Keefe Agency, Carney Building, are asking for rates from all newspapers and weeklies in Maine, New Hampshire and Vermont for a new client. They are figuring on three and six months' advertising.

J. A. & W. Bird are contemplating a campaign for their new product, Zolium. This is a substitute for shingles. The business will be placed through the Batten Agency.

The list for Dr. J. F. True, Auburn, Me., is being made up by N. W. Ayer & Son. The contracts this year will be smaller than last but a larger list of papers will be used.

Contracts are going out from H. E. Ayres & Co., 164 Federal street, for the advertising of Frank Jones Ale. Papers are used in all cities and towns where they have representatives. The business runs three times a week for two months in space of eighteen inches. A. O. Miller of this agency is handling the business.

A magazine list has been made up by the Southgate Advertising Agency for the Indestructible Record Co. Page copy will be used. The account is handled by W. S. McCartney.

The New England Advertising Agency, 53 State street, are sending out orders to mail order papers to catch September issues for the following accounts: Friend Soap & Supply Co., The Bluine Co., and the Columbian Novelty Co.

The advertising of the United States Fireless Cooker is being handled by Charles A. Ranlett with the Cowen Agency, John Hancock Building.

Orders are going out from the Shumway Agency for the advertising of Pacific Mills. The space is fifty-six lines in September, October and November magazines.

The Packard & Field list for "Kor-rect Shape Shoe" has been closed and orders will go out shortly to the magazines on the list through Ellis & Dowst.

C. F. King has blossomed out again as an advertiser. His announcements are appearing in Boston papers in front page space advertising his new book which deals with his own troubles and

the wickedness of his rivals. He is located in his old offices, fourth floor of the Journal Building.

THE JEWELRY TRADE IN AUGUST.

One branch of the jewelers' trade that has no reason to be stagnant in August is the repair department. Just as many watches go wrong at one time of the year as at another, and the fact that more people are traveling offers a reason why more people ought to want their watches to keep correct time.

If there is no other line that the dealer wants to push in August, let him give up his advertising for the entire month to repairs. He will find that that amount of attention to this important line will do him a great deal of good, not only during that month, but also afterwards, when people will remember that his is the repair shop for irregular timepieces.

Along this line a little class advertising will be profitable in the summer to automobile owners, who very commonly carry small clocks or watches on their cars. The sale and care of these timepieces is worth going after, and as not much attention is given it in that way, one dealer in a town may easily become the headquarters for such.

In August, as in any other month, there is business to be had if the jeweler looks the situation over carefully and bears on hard along the lines of least resistance. People are spending their money in August, and it is up to the jeweler to make them spend part of it with him.—*Jewelers' Circular.*

THE MAIN CHANCE.

Jack Garney, who used to be a Columbus (O.) man before he got to selling wine, told a story the other day to illustrate some point.

"We were hard at work building a new church out in Columbus," said he, "and all of us that belonged gave what we could to it. One day the priest went to Riley, who kept a saloon. 'Riley,' he says, 'Riley, you ought to give the church a handsome stained glass window. You're doing well here and c'd afford it.'"

"I will," says Riley. "Next day he went to a place where they sold stained glass windows. 'I want to buy one for our new church,' said he.

"Here's one at \$100, Mr. Riley," said the clerk. "Too cheap," says Riley. "Would a \$500 window be too dear, Mr. Riley?"

"'Tis a cheap windy," says Riley. "I want the best ye have in the house." So they sold him a \$900 window. "And what will you have on it, Mr. Riley?" they asked.

"'Nawt'in," says Riley. "'Nawt'in at all."

"But, Mr. Riley," says the clerk, "it's customary to have something on an expensive window like this. Some nice design or motto, you know."

"Well, all right," says Riley. "Ye might put on the bottom of it, 'Drop into Riley's Afther Mass.'"—*Bagology.*

What the Big Stores Are Doing

"A quick and pleasant passage to the land of nod, beneath this specially price summer bed-clothing" is the caption of an advertisement by the Wanamaker Store, Philadelphia, which should appeal strongly to those having that tired feeling.

The Palace Clothing House, St. Paul, advertises "shoes that will let your toes stretch themselves, at \$3.50."

The John Breuner Co., Oakland, Cal., offers in its advertising, a \$4,000 bungalow free of charge to one of its customers. Certificates are given with every fifty-cent purchase and the house will be awarded on the last day of December. The contest is to commemorate the firm's fiftieth anniversary.

During a Monday sale, Hayden, Omaha, Neb., gave away several useful articles—a \$4 wringer with every washing machine sold at \$7.50; a wash boiler with every washing machine sold at \$4.98; a \$1 hose reel with every garden hose; a grass catcher with every lawn mower and a pail, mop and handle with every wash boiler sold at \$1.75.

Davison-Paxon-Stokes Co., Atlanta, Ga., uses the following talk to sell hammocks in a half-price sale—"Shady spot, a hammock slightly swaying in the breeze, there, could you resist a few moments of such comfort and rest? Splendid hammocks are these; large and roomy, and as inviting in looks as they are superbly comfortable and strong. Ready for use next summer as well, if you buy one of them now." Sounds good now and points into the future as well.

"Drip, drip, drip, melted prices on cool things. We have melted the prices throughout our establishment. Your dollar will buy more than a dollar's worth," is the heading of an advertisement of the A. S. Knowles Dry Goods Co., Montgomery, Ala.

In an advertisement of a reduced price sale of straw hats, The Wanamaker Store, Philadelphia, Pa., says: "You could almost reach inside the door and get one, they are so near to you and so convenient for your needs. Time for the second straw hat of the season, anyway—come and get yours."

Esmay & Doggett, Utica, N. Y., say, in an advertisement, "If you've got a house full of boys we've got a shop full of clothes. Let's get together. Your boys need the clothes undoubtedly, and we need the money and the room. If you'll take a \$6 suit to-day, we'll let you have it for \$4.85—a \$5 suit can be

had for \$3.85, all others marked correspondingly low."

"Have you been collared or shirted yet, in the white sale for men?" is a caption used by The J. L. Hudson Co., Detroit, in a recent advertisement.

Hahne & Co., Newark, N. J., advertise a fur sale as follows: "We are going to have a sale of furs—right now when all thoughts are of heat, and we will bring the prices so close to zero that you will feel nearer the arctics than the tropics, especially if you mingle with the furry garments that go into this big sale."

"The right corset rightly fitted. You'll find it here in one or another of the many excellent models we are showing. And you might just as well have the right model for your figure as the wrong one. You owe it to your gown to get the corset which fits you. Wear one of our corsets and you won't have to make yourself fit the corset. And we know how to fit every figure perfectly." This corset talk was used in an advertisement by Russell & Green, Winchester, Va.

An "Enthusiastic Sale" was advertised by The David Straus Co., Newark, N. J., defined by that firm as follows: "Just as we are near the end of stock taking comes a representative of one of the largest commercial houses in New York, telling enthusiastically of a lot of wash goods they wish to clear out at once. We did not wish to buy, but his enthusiasm is contagious; our department manager gets it and persuades us this lot is good for us, also for our patrons and that these goods will not in any way interfere with our inventory, as they will be cleared out within a day or two after they are placed on sale." Clearing out prices are 5, 7 1-2 and 10 cents a yard.

A good window display was used by the Baskette Co., Jacksonville, Florida. A large grindstone was placed in the window and a giant mosquito turned it while another sharpened his bill thereon in preparation for the summer campaign. The display was to advertise a sale of mosquito nettings.

A stocking display was held by the Paul Davis Dry Goods Store, Waterloo, Iowa, to show the strength of a particular make. A large stone was suspended in the window supported by a pair of stockings, and stockings were given as prizes to those who guessed nearest the weight of the stone.

"Clothes—a ladder to success—call to mind all your successful friends and you'll find they are good dressers—

alert chaps, too, who snap up a good thing as soon as it bobs up. If you're a quick one, here's something good in clothes. Strike while the iron's hot." An advertisement of Kaufmann, Pittsburg, Pa.

John J. Hayes, winner of the Marathon Race at London is an employee of Bloomingdale's, New York. His triumph has brought him into the limelight from comparative obscurity and on his return to the city he will be placed in charge of the sporting goods department. The advertising put out by the store speaks of Mr. Hayes and his great race and undoubtedly many people will come to the store to view the Marathon winner.

The Arrow Sale booklet is published every Friday by Greenhut & Co., New York. Friday is the special sales day at this store and the booklet mentions briefly many articles not given space in the newspaper advertising. It is handed to people on entering the store and has proved successful in the short time it has been used.

HAZENS TO BURN.

NEW YORK, July 25, 1908.

Dear Mr. Romer:

In your issue of June 22nd there appeared an editorial concerning the Hazen family of newspaper men. While the article is praiseworthy, a great injustice has been done to those omitted.

The editorial omitted the names of Chas. A. Hazen, President and Managing Editor of *The Financier and Capitalist*, New York.

J. Hazen, Cashier of the *Evening Post*, New York.

W. E. Hazen, News Editor *Wall Street Journal*, New York.

Z. O. Hazen, prominently connected with the *Pittsburg Dispatch*, Pittsburg, Pa.

I am positively certain of it that these gentlemen feel slighted about the matter, in fact one of their number has spoken to me about it. If you will make the proper correction in your next issue, all will be overlooked and thanks extended.

Sincerely yours,

ANOTHER NEWSPAPER THAT BELIEVES IN REAL ADVERTISING.

THE MAIL AND EMPIRE,
TORONTO, CAN., July 2, 1908.

Dear Mr. Hopkins:

We are using large spaces from time to time in the *Montreal Star*, *Montreal Witness*, *Ottawa Journal*, *Ottawa Citizen*, *Brantford Courier*, *London Advertiser*, *Winnipeg Free Press*, *Winnipeg Telegram*, and we are arranging for some space in the Hamilton papers.

We have not spent a penny for calendars, knives, rules or other novelties, our entire expenditure having been made in daily newspapers. We believe the results have been satisfactory.

Of course, conditions have been so unfavorable that it is very hard for us to make comparisons with other years which would be at all fair.

Yours very truly,
THE MAIL PRINTING CO.,
Geo. E. Scroggie,
Advertising Manager.

THE RETORT VALIANT.

PHILADELPHIA, July 21, 1908.

Editor of PRINTERS' INK:

I enclose a reply to your recent article entitled "Trade Papers and the Agents' Commission." I have been told by several members of the Poor Richard Club of this city, of which I am a member that because of your identification with the Rowell Agency that you will not publish my article. I am rather anxious to see whether you have been done an injustice or not.

Yours very truly,
C. M. WESSELS,
Pres. and Gen. Mgr. *Grocery World and General Merchant*.

PRINTERS' INK has not been identified with the Rowell Agency for so long a time that no one in the office knows just when the separation occurred. The Rowell Agency, under that name, is no longer in existence. Who can it be among the members of the Poor Richard Club that does not know these things?

In another column of this issue of PRINTERS' INK appears a reply to the article entitled "Trade Papers and the Agents' Commission," from the pen of J. Newton Nind.

"SCIENTIFIC ADVERTISING," THE LATEST.

NEW YORK, July 27, 1908.

My dear Mr. Romer:

I am sending you, under separate cover, a copy of the first issue of a booklet which we are to get out from time to time called "Scientific Advertising." It does not aim to be a textbook, but simply a help and to tell some things about our publications which we believe are of interest to the advertising fraternity at large.

It is interesting to me to note in your issue of the 22nd, the article on page 12, "Periodicals Instead of Circulars" coming so soon after I had reached the same conclusion.

I hope you will treat it gently, if you find it to come within the scope of your criticism.

Your new connection with PRINTERS' INK serves to establish it more firmly in my regard as a weekly compendium of the best ideas of advanced advertising.

Yours faithfully,
J. H. ADAMS,
Advertising Manager.

PRINTERS' INK.

YOUR GOODS AND THE NEW YORK MARKET

New York and vicinity is the great American market for all good things—if you are getting your share of its trade you are not worrying much.

Are you getting your share?

Does New York show a strange inclination to get along without you?

Does competition seem to have an inside track that you can't quite account for?

Does there seem to be something wrong with your distribution?

Are the retailers working the substitution game on you?

Does your advertising seem to fall flat in New York?

If for these or any other reasons things seem to be going against you in this great market we can tell you why.

We have recently been called upon to investigate New York conditions for so many manufacturers who are clients of ours that we have trained and developed a staff of men for this particular purpose.

These men know the ground thoroughly, understand New York conditions, are familiar with the retail situation in all branches of business, and know just how to go out and find out everything that the manufacturer wants to know.

They go straight to the retailer, little and big, get up close to him and find out all about it from the retailer's point of view. They interview the consumer in various stations of life and find out if there is anything the matter there.

They locate the trouble and point out the remedy in an exhaustive, satisfying, thoroughly reliable report.

The cost of this service in comparison with its value is small. If this vast center of consumption turns a cold shoulder to your products it is certainly a condition which requires immediate action—to neglect it is almost criminal.

Let us investigate the entire subject and give you a report that will set you on the right track.

THE ETHRIDGE COMPANY

41 Union Square, New York City

N. B.—This Company is not an agency. We place no advertising. We aren't going to ask you for an "appropriation."

COMMERCIAL ART CRITICISM

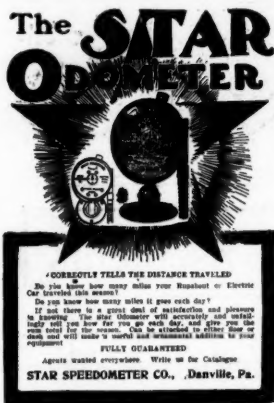
By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

The effulgent, not to say explosive, character of the star which forms so large a part of the Star Odometer advertisement here reproduced detracts considerably from the appearance of the device itself.

The latter is shown bursting

The Burroughs Audit Company of Hammond, Indiana, have what they claim to be a guaranteed in-



The Best Warning Signal on the Market

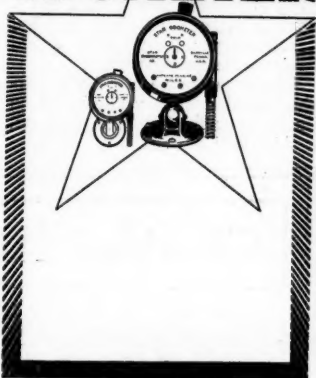
NO. 1

through or being thrown off from the star, but there is so much happening all around it that at first glance it is not seen at all.

In the design marked No. 2, this situation is reversed, and while the star is present it is subordinated to the illustration of the article advertised.

Another fault in the original advertisement is that there is a trifle too much black in it for an ad of this size and this objection is also overcome by the method of treatment employed in the suggested improvement.

THE STAR ODOMETER



crease of sales and stoppage of money leakage. Both of these statements are interesting and essential to every business, but we

Increase Sales or Stop the Losses



NOW IS THE TIME TO STOP LEAKS

Stop Over Buying, Stoppage of your money, Out and extra work. An actually new method. Order today to try. Send us approval for \$10.00 deposit. Money back \$10.00 not more the price in one month. No large firm should be without it.

BURROUGHS AUDIT CO., Hammond, Ind.

Accountants and bookkeepers can make money with our system.

are forced to confess that confidence-stops, when we associate the old-fashioned stable gate with the Burroughs offer.

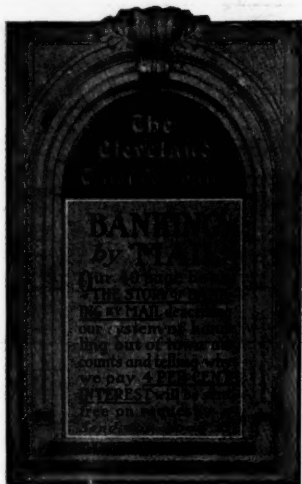
In our youthful days we had a habit of scribbling things on just such gates that we shouldn't and we explain this crude pictorial embellishment by taking it for granted that some of the younger members of the firm have been up to the same old tricks.

* * *

During the recent financial panic in all sections of the country it was no unusual thing for depositors to come down to the bank some morning and discover that the entrance had been closed over with a sign and blockade.

We have no reason to intimate that the Cleveland Trust Company is in such dire straits, but a hurried glance at their present quarter-page advertisement would lead to some misgivings.

The very ornate and highly architectural door-way admits of no business traffic, but then, perhaps, a side door is open.



Classified Advertisements

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (200 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK**, **BUTTERICK PUBLISHING CO.**, **McCLURE'S MAGAZINE**, **COURIER-BOYCE CO.** and a majority of the large publishers throughout the country. **ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.** **Wallace & Company, 29 Murray St., New York**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 25 Broad St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

FRANKLIN ADVERTISING AGENCY, Tribune Bldg., N.Y. Classified and Mail-order Advertising a specialty. Write for estimates.

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ADVERTISING MEDIA

ASK Robert Tomes, 116 Nassau St., New York. Eastern representative of "Ohio Select List," of which it is a member, if the *Troy (Ohio) Record* ever cuts its rates. All its concessions are stated on rate card. Send for copy.

THE Saturday Evening Post covers every State and Territory.

CLIPPINGS AND PICTURES, ALL SUBJECTS

"A ROYAL ROAD TO KNOWLEDGE."—Millions of up-to-date pictures and clippings. Every topic, from all sources, classified for instant reference. Call, phone or write, **THE SEARCH-LIGHT INFORMATION LIBRARY**, 341 Fifth Avenue, (opposite the Waldorf). Tel. 1544 Mad.

COIN CARDS

\$3 PER 1,000. Less for more; any printing, **The COIN WRAPPER CO.**, Detroit, Mich.

COIN MAILER

\$2.60 PER 1,000. For 6 coins \$3.00. Any printing. Fythian Printing Co., Ft. Madison, Iowa.

DIRECTORIES

RURAL ROUTE Directory. McLean Co., Ill., 2,500 Names, \$3.00. Y. MARTIN SMITH & CO., Bloomington, Ill.

HALF-TONES

HALF-TONES for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. **THE STANDARD ENGRAVING CO.**, 500 7th Avenue, Times Square.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

INDEX CARDS

INDEX CARDS for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO.**, 912 Elm Street, Cincinnati, Ohio.

LETTER HEADS

100 LETTER HEADS and 100 ENVELOPES, 75c. postpaid Printed on Linen Finish Mail order Bond; your choice of colors—White, Buff, Olive, Gold or Blue—to introduce our Money-Saving Price List of **GOOD PRINTING**. If you want to see samples before ordering send 4c. for postage. **WESTERN BUSINESS AGENCY**, Princess Building, Chester, Ill.

MAGAZINES

"DOLLARS AND SENSE" (Col. Hunter's Great Book) free with **ADVERTISERS' MAGAZINE** one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. **ADVERTISERS' MAGAZINE**, 737 Commerce Building, Kansas City, Mo.

PAPER

BASSETT & SUTPHIN, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

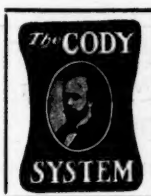
PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Established 1869.

PREMIUMS

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©©) Greatest book of its kind. Published annually, 36th issue now ready; free. **S. F. MYERS CO.**, 47w.-49 Maiden Lane, N.Y.



May I Triple Your Business?

The manager of a retail grocery in a small town in Massachusetts, by putting Cody ideas into his advertising without increasing his space or expenditure materially, tripled his business in nine months.

The largest furniture manufacturing company in the world maintained its business last February and March, during the financial depression, by advertising which I prepared. A single letter of mine mailed to 2,000 grocers brought \$2,000 worth of orders.

Any business man or advertising manager who will take my Complete Training Course in Office Salesmanship, with Expert Service, will not only get his important advertising matter re-written or prepared by me, but will himself learn how to do these stunts for himself. My course is given personally to only 50 at one time, and covers the whole art and science of Office Salesmanship, preparing for positions paying up to \$125 a week. I make a specialty of coaching young men and women to handle correspondence and all forms of advertising work successfully, though most of my clients are business managers who want expert service and at the same time detailed reorganization of their mail soliciting department.

My new book, "How to Do Business by Letter," supersedes all others, the **ONLY AUTHORITY** book now published. Over 100 model letters of all kinds—Letters That Have Actually Pulled Big Business. Thousands of points on correctness, style, business usage, postal regulations, etc., etc.

Price, \$1. Money back if not satisfied. **SHERWIN CODY**, 1421 Security Bldg., Chicago

POST CARDS

ADVERTISING POST CARDS. Write for samples. **MONARCH SALES CO.**, 395 Broadway, New York.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

SUPPLIES

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept. for pasting mailing wrappers; clean, convenient and cheap. Sample free. **BERNARD'S PASTE DEPT.**, 71 Dearborn Street, Chicago

Dennison's
Glue, Paste and Mucilage
 In Patent Pin Tubes. Will stick anything stickable. All dealers. Sample tube 10 cts.
DENNISON MANUFACTURING COMPANY
 Boston New York Philadelphia Chicago St. Louis

PUBLISHING BUSINESS OPPORTUNITIES

300,000 Subscribers to Good Monthly Paper

controlling interest available
at low price.

Founder and present
manager owns minority
interest and will remain
with property. Able man
too—and thoroughly
understands the business.
Advertisers get excellent
returns at low cost. The
fall outlook is very
encouraging. Quick action
necessary. Price \$50,000
—for three-fifths interest.

HARRIS-DIBBLE COMPANY

Successors to
EMERSON P. HARRIS

Brokers in Publishing Property

253 BROADWAY, NEW YORK

WANTS

Advertising Solicitors

increase your income. No interference with
present duties.

Write P. O. Box 86, Easton, Pa.

AGENTS wanted to sell ad novelties; 25% com.
3 samples, inc. J. C. KENYON, Owego, N.Y.

COPY MAN—Out-of-town agency wants ex-
perienced writer, capable of managing de-
partment. Thorough knowledge of printing
and art work necessary. The right man will
be appreciated. Give full particulars in con-
fidence to "EXPERIENCED," Printers' Ink.

EXPERIENCED lady adwriter and card-
letterer, who has proven herself capable
and successful, desires position in North or
Northwest. Page-Davis graduate. At present
employed. Specimens of work. Address,
"F. A.," care Printers' Ink.

EXCELLENT opportunity now offered for ad-
vertiser or agency to secure a young, finely
educated advertising manager or copy writer.
Best of references. Can produce results.
Address "N. P.," care Printers' Ink.

N-M-C-R NO MORE CUT ROLLERS

INK-DIVIDING BANDS
Save many times their cost. Sales agent wanted,
U. S. and Canada; big pay; particulars mailed.
N-M-C-R COMPANY, Sole Mfrs., 370-372 Smith
Street (Telephone 926 Hamilton), Brooklyn,
New York.

POSITION NOW OPEN—Advg. solicitor,
Ct., \$25-30; advg. mgr., Fla.; Chicago repre-
sentative for Eastern trade journal; circulation
mgr., N.Y., \$25; mg. ed., Mich., \$25; non-union
news and job supt., Ill., \$25; non-union news
foreman, N. C., \$25; non-union job foreman, Ct.,
\$26; non-union job proof-reader, Ct., \$20-22;
also reporters and linotype operators. Booklet
free. **FERNALD'S NEWSPAPER MEN'S
EXCHANGE**, Springfield, Mass.

THE circulation of the *New York World*,
morning edition, exceeds that of any other
morning newspaper in America by more than
100,000 copies per day.

TRADE PAPER EDITORS—Experienced
writer for the trade press furnishes weekly
or monthly New York letter based on personal
interview with your trade. Reliable market
reports. Reasonable remuneration. **QUICK
SERVICE**, Room 519, 108 Fulton St., New York.

TRANSLATIONS—Technical and commer-
cial translations from and into Spanish,
French and German. Translating of foreign
exchanges for trade papers a specialty.
Reasonable rates. **QUICK SERVICE**, Room
519, 108 Fulton St., New York.

TWELVE OFFICES covering entire news-
paper and magazine field. Openings in all
parts of the world. Advertising, Publishing,
Sales, Office and Technical. Write for infor-
mation. **HAPGOODS**, 305 Broadway, New York,
or 1210 Hartford Building, Chicago.

WANTED—Clerks and others with common
school educations only, who wish to qualify
for ready positions at \$25 a week and over, to
write for free copy of my new prospectus and
endorsements from leading concerns every-
where. One graduate fills \$8,000 place, another
\$5,000, and any number earn \$1,500. The best
clothing adwriter in New York owes his success
within a few months to my teachings. De-
mand exceeds supply. **GEORGE H. POWELL**,
Advertising and Business Expert, 768 Metro-
politan Annex, N. Y.

WANTED—Man with unusual ability for
designing catalogue pages and general ad-
vertising literature. Must have original ideas
about presenting merchandise in type. Position
is only for man who has actual samples of past
work. No other need apply. Designing and
laying out only. No copy writing. Must be a
top notcher with a record. Samples will be re-
turned. State present position and salary. Do
not call. Address Advertising Department,
MONTGOMERY WARD & CO., Chicago.

YOUNG MEN AND WOMEN of ability who
seek positions as adwriters and ad managers
should use the classified columns of **PRINTERS'
INK**, the business journal for advertisers, pub-
lished weekly at 10 Spruce St., New York. Such
advertisements will be inserted at 20 cents a
line, six words to the line. **PRINTERS' INK** is
the best school for advertisers, and it reaches
every week more employing advertisers than
any other publication in the United States.

DAVIDS' PRACTICAL LETTERER

at \$1, postage paid, will teach you how to write show cards and price tickets, a book
of one hundred pages, with full particulars. Write for information. Address
THADDEUS DAVIDS CO., 95 and 97 Vandam St., New York City. Est. 1825

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements. Ideas for window cards or circulars, and any other suggestions for bettering this department.

TAUNTON, Mass.

Editor Ready Made Department:

DEAR SIR—I am a beginner in the field of advertising and the submitted specimens are my first attempt. Will you kindly tell me what you think of them and oblige,

Yours truly,

(Signed) CLIFTON CHADWICK.

The idea of a photographer issuing a special circular to those about to be wed is a new one to me, though it may be as old as the hills.

The idea is good, I think, but is not carried to completion. For instance, the bridegroom-to-be would doubtless be pleased to know by what means the over-enthusiastic friends of the happy pair are to be restrained from antics which would tend to mar the blissful expression supposed to be worn on such occasions. For, of course, the shadows must be caught ere the substances fade behind the door of the parlor car. It would be difficult to get the pair together at a photographers, in the same joyous attire, after their return from the tour.

However it has been, and doubtless still is, so much the custom in certain localities and walks of life to register the unalloyed joy of the newly weds by the aid of the camera, that a special appeal of this kind may be effective, not only in perpetuating the custom, but in extending it.

The novel suggestion regarding the acknowledgment of wedding gifts, as shown in the reprint herewith, is an added incentive and shows the business acumen of the photographer—the more gifts, the more photos.

This circular, by the way, is a four-page affair of rough white paper, printed only on the inside, or middle, pages and tipped into a heavier and rougher gray cover, bearing the title "Artistic Wedding Photographs." The fact that the first printed page has no heading or title, while sideheads

are used, conveys the impression that it is not the beginning of the argument and leads one to pry the page loose from the cover to find the first page.

The two ads, also reprinted, should stir up some business, but if real photographs are used on the calendars (produced by any method other than the machines employed in making souvenir post cards), the price will be so high as to make orders and profits small.

ARTISTIC WEDDING PHOTO-GRAPHS.

Getting married is one of the most important events in one's life. You will probably never forget the day itself, but you may forget how you looked at that time. You should have your picture taken.

To newly married couples only, we are offering our \$8 photographs for \$5 a dozen. There is an air of exclusiveness about these pictures, with their deep, rich tones and delicate lightings, all blended to form an artistic likeness, that will appeal to you.

DURABILITY A POINT TO BE CONSIDERED.

In all pictures, but in wedding pictures especially (because they cannot be taken again), it is imperative that they should be age proof. We have given much thought to this much neglected point and the result is that our pictures are perfect in this respect. To make this assurance doubly sure we save our negatives, making it possible for you to secure more pictures at a future date with the assurance that they will be exactly like the original.

A NOVEL USE.

As a matter of politeness if nothing more, it is customary to acknowledge gifts. An original, appropriate way and in perfect good taste, would be to send your photograph with your acknowledgment.

ARRANGE A CONVENIENT DATE.

Come in before the wedding and make an appointment, so that we can give you our undivided attention and avoid the possibility of having to wait for someone else. The studio is open from 9 a. m. to 6 p. m., and until 9 p. m. Saturday evening.

FUYAT STUDIO,
59 Main Street.

Unadulterated Enthusiasm, or "Something Just as Good" for the Purpose. From the Cincinnati Post.

An Oil Painting for \$3.35!

Just think of it, a dainty oil painting in rich, gold frame with shadow box for \$3.35. The lowest-priced oils we've ever sold.

It's giving them away. You're actually paying for the frame only. We're making you a present of the picture. And you'll be proud of our gift—everyone an attractive figure study or beautiful landscape.

You'd think them good at three times \$3.35 and never before could you get them for that.

This is your opportunity to get what you've always wanted—an oil painting. Come in at once while there's more than one to hit your fancy.

Only 100 to begin with—not 100 now—how many tomorrow? Also 25 about twice as large at \$6.75 each—an equal bargain.

Everybody that sees, buys. Don't let this chance slip by you.

CLOSSON'S,
Fourth St., West of Race,
Cincinnati, O.

L. G. DE ARMAND,
Advertising Counsel,
DAVENPORT, Iowa.

Editor Ready Made Department:

DEAR SIR—In this vicinity there are eleven different brands of flour sold.

Goldrim flour figures in a fair share of the sales (Western Queen is a new brand at a medium price to supply a certain demand for that grade).

Heretofore the Goldrim advertising has been more on the "publicity" plan—simply a sack of flour with a phrase "Insist on it," etc.

Your opinion of these advertisements will be greatly valued by

Yours truly,

(Signed) L. G. DE ARMAND.

I never did take much stock in the "Insist on it" brand of advertising, unsupported by any reasons why one should insist. Even in the ads of the innumerable things whose names have become household words, and whose merits are known to the great majority of consumers, such advertising seems far from sufficient. It ignores the rising generation—the obvious fact that

there are those who know little or nothing about the product and need education—that those who do know need reminding, and, last but by no means least, that competing products are constantly being brought out and introduced by educational advertising.

There may be exceptions—where space is very limited or where, as on the car card or billboard, the necessity for large type enforces brevity in the message. But even in such cases it is nearly always possible to present at least one good strong line of half a dozen words, containing a definite statement about the goods that will stick in the minds of some readers.

Altogether too much reliance has been placed upon catch phrases and admonitions like "Insist upon it" and "Take no substitute." They are useful, beyond a doubt, but only when the buyer is told why it will be to his or her advantage to follow such advice.

As to the ads submitted with the foregoing letter (and reproduced herewith), I think they are very good. I doubt, however, whether the space was wisely used for a comparison between disappointing dress goods and flours, and question the usefulness of the paragraph regarding bathing, which I have marked.

In the case of the "Dress Goods and Flour" ad it seems to me that the entire space might better have been given to a plain statement as to why the "Western Queen" does *not* disappoint—why, through its certainly to turn out well, it doesn't lead to the waste of other, more costly, materials, etc. Dress goods are *not* a subject to be introduced if one wishes to concentrate the attention of the average woman on a food product.

The ad on cleanliness and purity is a particularly good one, for it makes it appear that this manufacturer regards as a matter of course—as essential in his product as the raw materials—qualities on which many manufacturers in his line lay greatest stress.

**Imagine a
Spicy, Luscious,
Appetizing Apple Pie—**

This is apple pie time—you know with what keen relish you view the generous "crust" given you for dessert, and how your "mouth waters" in anticipation as you savor the tempting fragrance tickles your sense of smell.

And oh, what a disappointment, if the crust is heavy and tough—it spoils the whole meal!

There will be no disappointments if

Western Queen Flour

is used. Light, silky, crisp, tasty Pie Crusts are made. Light, fluffy, crisp, tasty Pie Crusts—if that appeals to YOU—then insist on getting Western Queen Flour.

Your grocer will supply you—ask him.

**Western Flour
Mill Co.**

**DRESS GOODS
AND
FLOUR**

Did you ever purchase a piece of dress goods that you thought was a bargain, then after it was made up discovered it wouldn't wear worth a cent? When you bought it, it looked good. You can buy bargain flour that looks good—but one baking will prove to you that it isn't good.

**Western Queen
Flour**

Made from hard Kansas Wheat, sold at a medium price, is better than most higher priced flour. One baking of BISCUITS, PASTRY or BREAD will prove it.

INSIST on Western Queen and

**Bread
for the
Picnic
Sandwiches**

Ever go to a picnic and, after fishing, wandering round through the woods, playing ball or passing away the time in some such manner, sit down to an appetizing lunch, and be pained some sandwiches that were dry and tasteless?

The first thing you thought of was—"Isn't that bread the limit!"

Your bread if baked from "GOLDRIM" FLOUR will never be called anything but the "limit of goodness!"

With "GOLDRIM" FLOUR, the bread can't help but be white, light and delicious—it's in the Flour—you'll get it in the Bread. Ask for and INSIST on "GOLDRIM"

**WESTERN FLOUR
MILL CO.
DAVENPORT**

**Most Flour
is Clean &
Pure**

Cleanliness and Purity are two essentials in the milling of flour that are necessary, because of public opinion.

We regard them as only two of many requirements necessary in the manufacture of "GOLDRIM" and "WESTERN QUEEN" Flours.

You bathe because it helps make you feel better—we make our two brands of Flour clean and pure because it helps to make better flour.

But those two essentials alone will NOT MAKE GOOD Flour. Common WHEAT and cleanliness will not make good flour. Common wheat and some good wheat will not make good flour, no matter how clean it's made.

The prime ESSENTIAL of good flour is CHOICE WHEAT, (CAREFULLY SELECTED WHEAT), Hard Spring Minnesota and Dakota WHEAT, and the greatest possible care in all the departments of milling.

NOT THE WHEAT IS THE MAIN THING.

GOLDRIM Flour is made from carefully SELECTED HARD SPRING WHEAT, from the fields of Minnesota and the Dakotas, and milled by the best millers and machinery money can buy.

Those FACTS make "GOLDRIM" different and better than merely "clean and pure" flour.

That's also the reason 1,000 barrels are made in Davenport every day, at the—

**Western Flour Mill Co.
Davenport**

Follow It—You'll See
the Point



**The
Cook
Knows**

She knows the trials and troubles of "baking day" if a common flour is used.

She knows the uncertainty and worry—wondering if her bread will be "good bread this time."

No trials—no troubles—no uncertainties—no worrying on baking day or any other day if you use

GOLDRIM

Where the bread is white, light and deliciously wholesome—there you will know "GOLDRIM" Flour was used.

Would a local business man, who is interested in another flour mill, say—"GOLDRIM" Flour is the finest flour made in America today? If it wasn't so! He has money invested in another mill, he has no interest in our flour or mill, yet he says—

"GOLDRIM Flour is the FINEST Flour in America today."

Your grocer will deliver a sack of "GOLDRIM" if you tell him to.

**Western Flour Mill Co.
Davenport**



PICTORIAL ADVERTISING CAL- A Good Idea. From the Pittsburgh
ENDARS. Leader.

not the usual three-color effects, of no particular interest to any one and not connected with your business in any way. But a picture of your store or of a local scene, full of interest to your customers, and advertising your business.

This is worth investigating. Drop a postal to the

FUYAT STUDIO,
59 Main Street.

SOMETHING ORIGINAL IN CAL-
ENDARS.

We have a splendid calendar proposition for merchants. A picture of your store front, your stock, your delivery wagons, or a local scene. Something of personal interest to yourself and customers, making a beautiful and lasting advertisement of your business.

Write now for terms and samples; a postal will do it.

FUYAT STUDIO,
59 Main Street.

A Liberal Offer. From the Philadel-
phia Bulletin.

Free Advice for Sick Dogs.

We offer to the public, absolutely free, the services of Dr. Paul Goslin, a University Graduate, with a very wide experience in the treatment of dogs and cats. If your pet gets sick, call in any time from 7.30 a. m. till 6 p. m., and the Doctor is at your service without charge. If you can't call—telephone.

CUGLEY & MULLEN,
1229 Market St.,
Philadelphia, Pa.

Heading Might Apply to Almost Any-
thing. "Are Your Diamonds Loose?"
"Have Your Diamonds Tightened
Before Going Away" or Something
Similar Would be a Great Improve-
ment. From the Binghamton Re-
publican.

Are You Ready For Vacation?

Thousands of people lose their diamonds during vacation season.

Don't you lose yours. Let us examine them and make them safe for you.

JUD. S. NEWING,
Reliable Jeweler,
86 Court Street,
Binghamton, N. Y.

"Odd Vest Day."

Twice a year in the clothing department we make a clean-up of all odd vests that in one way or another are left over and accumulate, because men will buy a separate Coat at full price, or a separate pair of Trousers at full price, but will never take a separate Vest that has been a part of a three-piece suit, unless they can get it for a trifle.

About 500 such Vests are here now—all originally a part of wool Suits worth from \$12 up.

Some are blue serges, some black thibets, some dark mixtures and some light mixtures.

Sizes are 33, 34, 35 and 36 only—and not one among them is really worth less than \$1.50.

We're going to let them go to-morrow for less than the first cost of the cloth in them—to say nothing of the back, linings, buttons, etc.

We'll sell Three for 50c.
We'll sell one for 19c.

KAUFMANN'S,
Pittsburg, Pa.

A Curiosity Awakener. From the
Daily States, New Orleans, La.

Maison Blanche.

We employ about 800 people—only 3 of them know what's going to happen on the 28th—I'd like to tell now—because it's for men—wait.

—THE AD MAN.

A Good Place for Some Prices. From
the Binghamton (N. Y.) Republican.

Lemons and Limes.

A few drops in drinking water is very healthful this hot weather. Lemonade and Limeade, too.

FRED L. NORTON,
Binghamton, N. Y.
Wholesale Limes and
Lemons.

¶ The restaurant proprietor who went out to lunch is not one bit worse than the publisher who refuses to give his own business the same "food" he offers his customers

¶ No excuse he can offer will justify his inconsistency.

¶ Every argument your solicitors use in their efforts to secure advertising patronage—every reason that makes your publication valuable to advertisers—is a reason for using what you recommend.

¶ If your paper is worth advertising *in*, it's worth advertising in
PRINTERS' INK.



THE Troy Record is the only paper in its city that has permitted its circulation to be examined by the Association of American Advertisers, and made public the report.

¶ The Record's circulation is guaranteed to exceed the combined circulation of all other Troy Dailies. Average for June, 1908, 20,401.

¶ Rate card and copy of report of Association of American Advertisers mailed on request.

The Troy Record

TROY, N. Y.

DAVID B. PLUM, Business Manager